

Clark

Technology Strategy

A Practical Guide to Delivering Business Value

How can you turn technology from a support function into a strategic enabler of business success? *Technology Strategy* by Tom Clark is a practical guide for CIOs, CTOs, IT directors and senior technology leaders who want to align digital investment with business goals, deliver measurable impact and position technology as a driver of organizational growth. Written for professionals navigating complex, fast-changing technology landscapes, this book provides a step-by-step approach to building and executing a business-driven technology strategy. It equips leaders with the skills to diagnose organizational needs and link technology priorities directly to strategic objectives. You'll discover how to: - Identify quick wins that deliver immediate business value - Optimize resources and ensure effective service delivery - Strengthen vendor management and governance processes - Build communication strategies that secure stakeholder buy-in - Track performance and drive digital transformation with confidence Whether you are shaping a new strategy or accelerating progress in an established organization, *Technology Strategy* helps you transform IT from operational necessity to strategic advantage. **Themes include:** *technology strategy, digital transformation, IT governance, resource optimization, vendor management, business alignment*

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