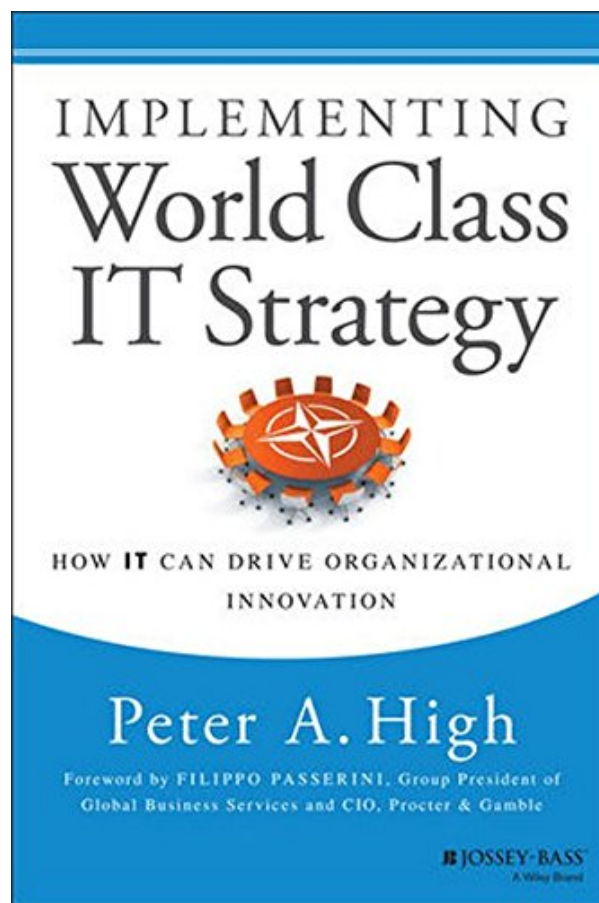


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# IMPLEMENTING World Class IT Strategy



HOW IT CAN DRIVE ORGANIZATIONAL  
INNOVATION

Peter A. High

Foreword by FILIPPO PASSERINI, Group President of  
Global Business Services and CIO, Procter & Gamble

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High makes use of case examples from leading companies to illustrate the various ways that IT strategy can be developed to do more than simply fall in line with business strategy; it can actually drive that strategy in a meaningful way. His ideas are designed to provide real, actionable steps for CIOs that both increase the executive’s value to the organization and unite business and IT in a manner that produces highly successful outcomes.

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Praise for *Implementing World Class IT*

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The actionable guide for driving organizational innovation through better IT strategy

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High makes use of case examples from leading companies to illustrate the various ways that IT infrastructure strategy can be developed, not just to fall in line with business strategy, but to actually drive that strategy in a meaningful way. His ideas are designed to provide real, actionable steps for CIOs that both increase the executive's value to the organization and unite business and IT in a manner that produces highly-successful outcomes.

- Formulate clearer and better IT strategic plans
- Weave IT strategy into business strategy at the corporate and business unit levels
- Craft an infrastructure that aligns with C-suite strategy
- Close the gap that exists between IT leaders and business leaders

While function, innovation, and design remain key elements to the development and management of IT infrastructure and operations, CIOs must now think beyond their primary purview and recognize the value their strategies and initiatives will create for the organization. With *Implementing World Class IT Strategy*, the roadmap to strategic IT excellence awaits.

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- Jossey-Bass

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