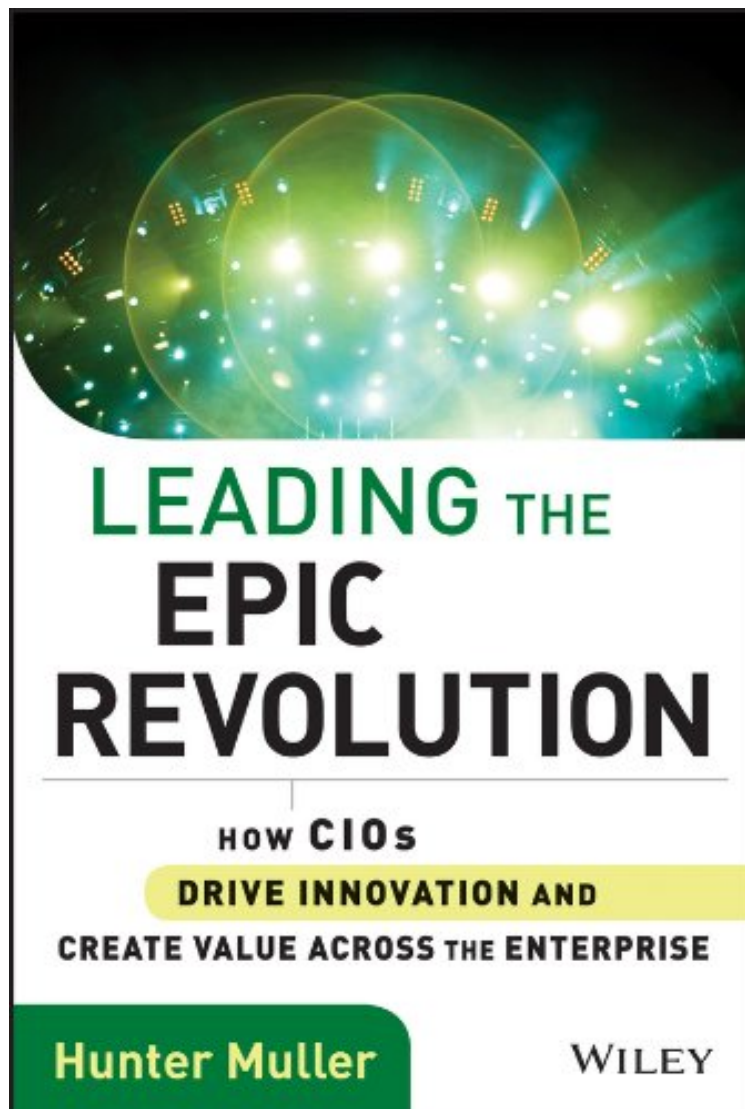


[Library ebook] Leading the Epic Revolution: How CIOs Drive Innovation and Create Value Across the Enterprise (Wiley CIO)

Leading the Epic Revolution: How CIOs Drive Innovation and Create Value Across the Enterprise (Wiley CIO)

Hunter Muller

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Hunter Muller : Leading the Epic Revolution: How CIOs Drive Innovation and Create Value Across the Enterprise (Wiley CIO) before purchasing it in order to gage whether or not it would be worth my time, and all praised Leading the Epic Revolution: How CIOs Drive Innovation and Create Value Across the Enterprise (Wiley CIO):

A must-read leadership guide for CIOs and executives whose careers depend on creating value and growth through continuous innovation. Innovation is the hot topic. Everyone's talking about it, but there seems to be a lot of misperceptions about getting it done. *Innovating for Growth and Value* is aimed at CIOs and other technology leaders in the modern enterprise. This insider's guide to innovation presents repeatable processes, detailed methodologies, and robust frameworks for innovation and continuous transformation in today's fast-paced business environments. It provides actionable programs for developing and successfully executing profitable and repeatable innovation strategies. Focuses on specific critical areas where innovation is imperative. Features real-world stories and revealing anecdotes. Presents interviews from international companies such as Netflix, IBM, Cisco, Boeing, Facebook, Intel, Microsoft, McKesson, Flextronics, and more. Without innovation, your company cannot compete and cannot survive. So the real question isn't whether to innovate or not. The real question is how to innovate and make innovation strategies work in the modern enterprise. Thoughtfully written and carefully researched, *Innovating for Growth and Value* grasps the central truth about innovation with a wealth of information made truly valuable for IT leaders and CIOs.

From the Inside Flap: The world is constantly changing, and companies have to keep pace or risk falling behind. In today's competitive environment, the question isn't whether or not to innovate, it's how to innovate and how to make innovation strategies work in the modern enterprise. Written for today's CIOs and technology leaders, *Leading the Epic Revolution* is an essential leadership guide for anyone responsible for creating value and growth through the continuous development of new products, new services, new markets, and new revenue streams. Author Hunter Muller describes in rich detail the actual processes, framework, and infrastructure required to develop and execute continuous innovation strategies that are practical, profitable, and sustainable. In this vibrant collection of interviews with today's leading CIOs and technology leaders from world-class international organizations—including IBM, Cisco, GE, ATT, Netflix, Facebook, Intel, Microsoft, Flextronics, Kimberly-Clark, McKesson, and McAfee—Muller sheds new light on how these pioneers have created and maintained their successful innovation strategies throughout the years to maintain their foothold in their industries. Loaded with engaging stories, insights, and opinions, *Leading the Epic Revolution* explores: Focusing on the Business Challenge, Not on the Technology Avoiding the "Me Too" Syndrome When Innovating Cycles of Innovation and Adoption Why Good CIOs Are Leaders at All Stages of Innovation Creating a Culture of Innovation Converting Ideas into Successful New Products and Services Overcoming Obstacles to Innovation Blending Innovation and Operations Accelerating Innovation Through Partnerships Key Traits of Innovative IT Leaders The modern enterprise is reshaping and transforming itself into something new and different. A new vision of the future is crystallizing. Learn from the best and the brightest in their fields and take your organization to the next level with *Leading the Epic Revolution*.
From the Back Cover: Praise for *Leading the Epic Revolution* "Innovation is absolutely imperative, but often hard to achieve in today's fast-paced business environment. This book contains real-life stories about innovative executives at major organizations across the world. *Leading the Epic Revolution* provides a great learning experience." —Kimberly Stevenson, VP CIO, Intel Corporation "Innovation is the key to business growth and success in modern markets. The HMG Strategy network, and Hunter's access to industry thought-leaders, has yielded 'A-list' insights, making this a must-read book for innovative thought-leaders." —Randall Spratt, EVP, CIO CTO, McKesson Corporation "Without innovation, it's virtually impossible to remain competitive in a rapidly changing global economy. Hunter Muller's access to senior executives at top-tier firms in multiple industries enables him to present a truly unique overview of successful innovation strategies in modern markets." —Frank Sloatman, CEO, ServiceNow "Our digital economy moves with incredible speed. In order to stay ahead of the competition, you need to be innovative, creative, open-minded, and supremely flexible. By leveraging his extensive global network, Hunter Muller has created a book of exceptional value." —Tim Campos, CIO, Facebook
About the Author: HUNTER MULLER is the President and CEO of HMG Strategy, LLC, an established provider of networking events and professional services to CIOs and senior executives across the IT industry. He has more than twenty years of experience in business strategy consulting with a strong focus on IT organization development, strategy, and business alignment.