



The CTO Handbook/Job Manual: A Wealth of Reference Material and Thought Leadership on What Every Manager Needs to Know to Lead Their Technology Team

Mark D. Minevich

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Why spend countless hours searching for relevant thought leadership articles, specific pieces of statistical data, and navigable reference information, when one resource provides it all? In *The CTO Handbook*, former CTO of IBM Next Generation Group Mark Minevich, guides readers through what need not be a daunting world of IT management – addressing such critical issues as:

Summary of Key Leaders - Roles and Responsibilities (CTO, CIO, Chief Scientist) Fundamentals of the CIO/CTO role

Importance of the CTO/CIO Profession Background of CTO/CIO Profession Risk Management; What does it mean for US IT market? New Paradigm; New Economy- Creating Value for Customers CTO/CIO- Change and Transformation CTO Priorities Top Industry Players Emerging Technology Direction and Vision Future Growth Opportunities and Technologies Strategic and Influential Relationships empowering CTO - a Complex Ecosystem CTO Strategic Roles and Responsibilities Skills and Competencies of an Effective CTO Technology Summary CTO – Leadership and Coaching Natural Maturation of Markets and Efficiency Competitiveness Issues Current Economic Climate and Changes New Generation and Digital Revolution Women as CIO/CTO's Are CIOs in Decline? Outsourcing and Offshoring Changes leading up to Mainstream Outsourcing- Offshoring model Challenges in Offshoring - Russia; India Monitoring and Assessing New Technologies The CTO Role in Strategic Planning and Direction; Innovation and Commercialization; Globalization; Mergers & Acquisitions; Marketing and Media; Government, Academia, Professional & Much More...

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Susan Bondurant:

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