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The Edge: Business Performance Through Information Technology Leadership

Manoj Garg, Michael Scheuerman

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The Edge: Business Performance Through Information Technology Leadership Manoj Garg, Michael Scheuerman
Most business executives know that technology is a key ingredient for business success. At the same time, they are baffled by the complexity, costs and challenges in implementing technology methods they are not skilled in. In most mid-size businesses, executives think of technology as a necessary evil and a cost to be minimized. However, with the right application, technology can increase speed of business dramatically while lowering costs. When leveraged appropriately, technology plays a strategic role in a company, driving business innovation, increasing customer satisfaction, and finding new markets and new revenue sources to drive the top line. The Edge is a business novel that educates senior business leaders how to get an edge in running their companies through the strategic use of Information Technology. It gives executives the knowledge and tools to guide their company as it transitions from a mid-level to a high-level competitor in the marketplace. It takes the wondering out of the picture and shows business leaders what software applications and specialized technologies can do. Through its narrative, it simultaneously tells the tale of a company and the struggles of the family that runs it, while describing principles of technology management.

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