



## Agility: Competing and Winning in A Tech-Savvy Marketplace

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By Mark Mueller-Eberstein

Times Group Books, New Delhi, India, 2011. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. This book uniquely describes how technology agility impacts business performance. A must read for leaders defining business strategy and technology implementation. The methodology described will help understand how to measure technology adoption and the derived impact on business results. Examples of well known companies illustrate how the model can be applied to a particular organization. What differentiates Audi, BMW and Mercedes or GM? Understanding it can make or break the future of an organization. The new generation of technology savvy workers is changing the way we look at productivity. Collaboration and innovation take new meaning empowered by social technologies and virtual workplaces. The digital divide will soon be those who take advantage of the technology versus those who merely have the technology. Printed Pages: 272.



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