

(continued from front flap)

It is now about:

- Product design elegance
- Physical presence in strategic retail locations
- Ecosystems of developers and thriving app stores
- Social savvy
- Paranoia in the world of hacker groups such as LulzSec and Anonymous
- Pragmatism in a world where attorneys are even more influential than engineers
- Being able to fly to Xiamen or Xanadu at a moment's notice
- And much more

Designed for business practitioners, CEOs, CFOs, CIOs, technology vendors, venture capitalists, IT consultants, marketing executives, and policy-makers, *The New Technology Elite* provides the essential building blocks your company needs to go from 0 to 60 on the innovation gauge by emulating the secrets of the technology elite.

VINNIE MIRCHANDANI has been called "The King of Wow" for his keen eye for technology-enabled innovation. His blog, *New Florence. New Renaissance*, has cataloged 2,500 posts of innovative products, projects, and people in work, life, and play. His last book, *The New Polymath* (Wiley), was widely praised as an "innovation firehose." He is President of Deal Architect, a technology advisory firm. In prior roles, he was an analyst at Gartner, Inc., a leading technology research firm, and a global consultant at PwC, the advisory firm. He has keynoted at many business and technology conferences and has been quoted in the *Wall Street Journal*, *Bloomberg Businessweek*, *Financial Times*, and other executive and technology publications.

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Praise for THE NEW TECHNOLOGY ELITE

"Technology-enabled innovation is the future, but make no mistake, that future is here today. Mirchandani uses technology athletes to inspire us in that even the things we may think are impossible are in fact either a current or near future reality."
—Michael McNamara, CEO, Flextronics

"This book will inspire and energize you. Countering the prophets of doom who proclaim the 'death of IT,' Mirchandani vividly illustrates through dozens of case studies that IT and related digital technologies are thriving in organizations big and small, public as well as private, changing the very nature of business products and processes. To the CIOs of organizations currently focused on spending millions of dollars on supporting traditional IT, this book is an urgent wake-up call that the emerging CIO role is to lead their organizations boldly into this digital world, or else risk getting swept away by the relentless tide of new technology."
—Phiroz Darukhanavala (Daru), VP and CTO, BP p.l.c.

"In *The New Technology Elite*, Mirchandani reveals the secret sauce that separates corporate leaders from laggards and market winners from also-rans in the unforgiving global economy. He neatly deconstructs the creative spark, innovative thinking, and excellence of execution that successful companies must continuously master to translate smartly conceived and efficiently delivered technology solutions into market outperformance and sustainable competitive advantage. Doing so reminds us that while technology innovation may start with tightly orchestrated ideation in the dark recesses of the virtual back office, success is often determined by the industrial scale that is unleashed to create products and services that deliver vibrant and intuitive user experiences, as well as rich and utilitarian capabilities that anticipate customer needs, today and tomorrow, and measure up to, if not exceed, rising consumer and business expectations."
—Francisco D'Souza, President and CEO, Cognizant Technology Solutions

"This book isn't for those who want to stick to 'IT as usual.' Mirchandani uses real-world examples to catalog the wide range of forces driving IT leadership to adapt or fail in the digital economy."
—Chris J. Murphy, Editor, *InformationWeek*

"Today, every company must 'rethink everything' from their core processes to their fundamental business models. In his new book, Mirchandani shows countless examples of how new technologies have removed historic barriers thus allowing companies to rethink everything. Mirchandani's book is a must-read for business leaders who want to inspire and rededicate their workforce. More importantly, it will serve as a guide to the new ways with which collaboration, innovation, technology, and more will fundamentally, permanently, and perpetually change the businesses of today. If your firm has the will to change, this book has the guidance."
—Timothy Christen, CEO, Baker Tilly

"Mirchandani has done it again. After opening our eyes to compound technology innovations in his last book, *The New Polymath*, he now instructs us to become technology prosumers (producers and consumers), no matter what our business or industry. Traditionally technology consumers for back-office automation, smart companies are now learning to embed smart technology in their products and become technology producers that delight their tech-savvy customers. Carpe diem, or become a footnote in business history. Mirchandani tells us why and how."
—Peter Fingar, business strategy advisor and author of *Business Innovation in the Cloud* and *Enterprise Cloud Computing*.

Also available as an e-book

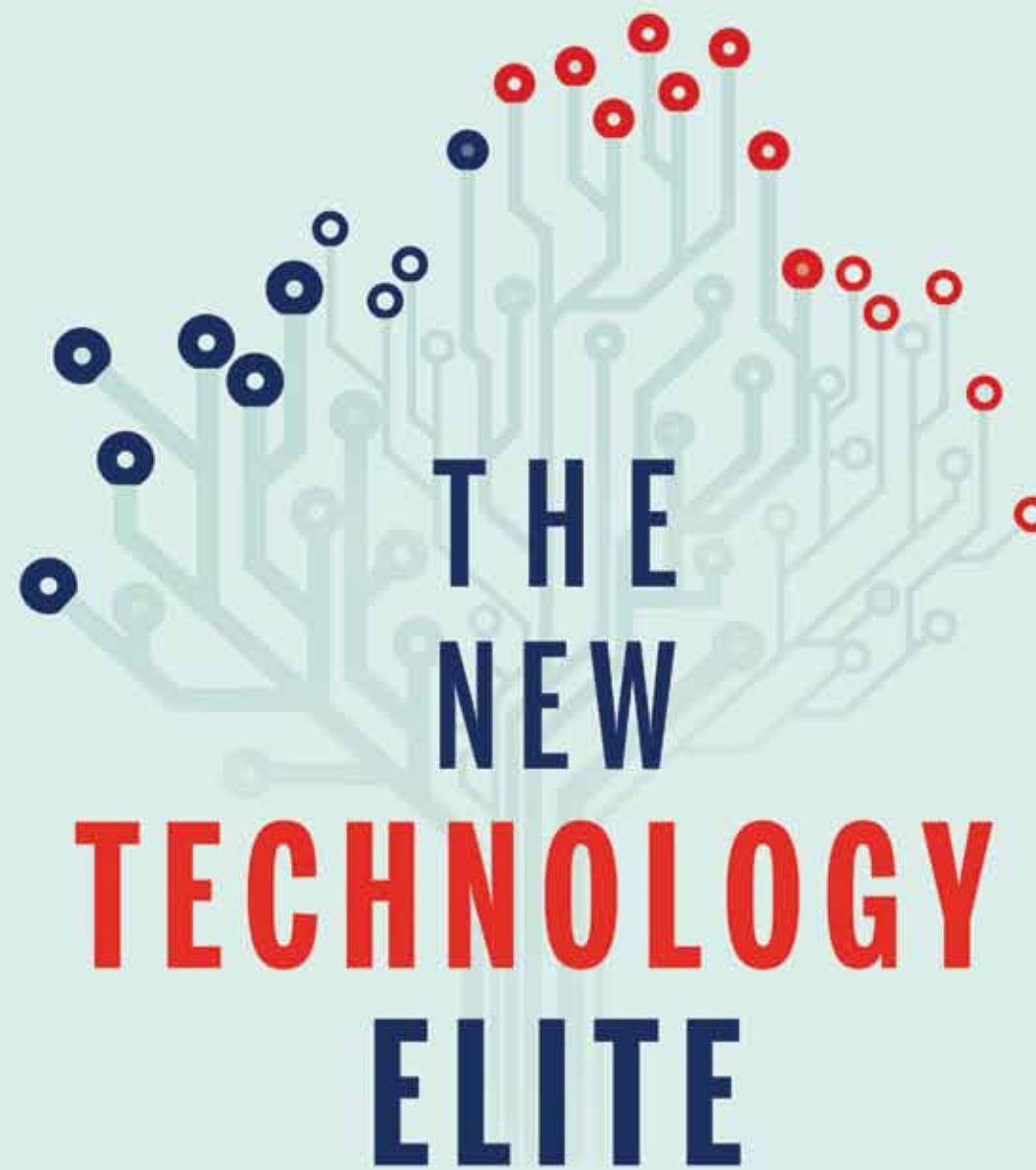


MIRCHANDANI

THE NEW TECHNOLOGY ELITE
HOW GREAT COMPANIES OPTIMIZE BOTH TECHNOLOGY CONSUMPTION AND PRODUCTION



VINNIE MIRCHANDANI



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\$49.95 USA / \$59.95 CAN

THE NEW TECHNOLOGY ELITE

HOW GREAT COMPANIES OPTIMIZE BOTH TECHNOLOGY CONSUMPTION AND PRODUCTION

Their zip codes are far from Silicon Valley. Their industry codes show retail, automobile, or banking. But industry after industry is waking up to the opportunity of "smart" products and services for their increasingly tech-savvy customers. Traditionally technology buyers, they are learning to embed technology in their products and become technology vendors.

Meanwhile in Silicon Valley, you marvel at the challenge of rolling out 25 million Apple iPads in the first year of the product, 20 million users for Google+ in its first month of service, and the infrastructure to support over 750 million Facebook users. They are considered "consumer" tech but have better technology at a larger scale than most enterprises do in their data centers, retail stores, application ecosystems, global supply chains, and design shops. They are the new best practice leaders in many categories.

The New Technology Elite describes these two powerful trends—the "consumerization of enterprise technology" and, in contrast, "the enterprising of consumer technology." These trends are revising the definition of who qualifies today as a technology elite. The seventeen case studies and four guest columns throughout the book bring out these elite attributes in detail.

It is no longer about being able to talk geeky terms like HTML5 or SQL Injection or cloud architectures.

(continued on back flap)