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WITH
SANJOG AUL

CIO Talk Network
Wednesday at 7 AM Pacific
March 12th 2008: IT Spending Into the Skid

When faced with a car skid, experts teach that you should “steer into the skid”, despite an instinctual urge to do the opposite. Similarly, when it comes to IT investment and its impact upon business performance, management reacts the same way. Just at the point of crisis, when companies should be investing more in technology, to drive business performance, management’s reflex is to cut spending. While this is no surprise, since management’s focus is mainly on IT’s cost, not its value, how can IT leadership challenge such a management reflex?



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