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WITH
SANJOG AUL

CIO Talk Network
Wednesday at 7 AM Pacific
February 11th 2009: IT: Working with Business
to lead Customer Innovation

Business knows clients and generally tells IT what the client wants. IT is strategic, and understands how to make Innovation happen. Since innovation is what the customer really wants, shouldn't IT be invited to the table to work in tandem with business to better create the Innovation that business wants to deliver to the customer?



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