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 BUSINESS



WITH
SANJOG AUL

CIO Talk Network
Wednesday at 7 AM Pacific
**July 11th 2012: What's more important...Strategy
or Integration?**

It takes thought, energy, and resources to understand business trends and prepare the appropriate strategies. But then, right while we are attempting to build the capabilities needed to respond, the trends can suddenly change direction! Aren't we better off honing our integration skills instead? What if we made integration our core competency? Then when we sensed another change in business trends, we could rent/subscribe to various on demand services and integrate them quickly, thus reducing time to value and increasing ROI! Has this been tried? Is there a flaw in this logic?



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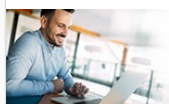
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