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 BUSINESS



WITH
SANJOG AUL

CIO Talk Network
Wednesday at 7 AM Pacific
March 5th 2014: How Strong is Your IT's Brand?

What does it take to build a strong brand? It has to provide consistency, convenience, quality and overall value. A strong brand is one that people can trust. Some departments have been successful in maintaining a consistent presence with business and their end users, but how strong is IT's brand today? Is IT doing what it takes to listen, to deliver, to be visible and to be seen as a catalyst of real change and innovation? For those groups who have mastered this experience, how have they been able to do so consistently, and what's preventing others from following their lead? Guest 1: Atti Ri

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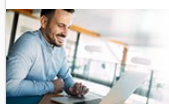
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