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# Read Book The Cloud Adoption Playbook Proven Strategies For Transforming Your Organization With The Cloud

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**THE CLOUD ADOPTION PLAYBOOK**

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**PROVEN STRATEGIES FOR TRANSFORMING YOUR ORGANIZATION WITH THE CLOUD**

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John Wiley & Sons The essential roadmaps for enterprise cloud adoption As cloud technologies continue to challenge the fundamental understanding of how businesses work, smart companies are moving quickly to adapt to a changing set of rules. Adopting the cloud requires a clear roadmap backed by use cases, grounded in practical real-world experience, to show the routes to successful adoption. The Cloud Adoption Playbook helps business and technology leaders in enterprise organizations sort through the options and make the best choices for accelerating cloud adoption and digital transformation. Written by a team of IBM technical executives with a wealth of real-world client experience, this book cuts through the hype, answers your questions, and helps you tailor your cloud adoption and digital transformation journey to the needs of your organization. This book will help you: Discover how the cloud can fulfill major business needs Adopt a standardized Cloud Adoption Framework and understand the key dimensions of cloud adoption and digital transformation Learn how cloud adoption impacts culture, architecture, security, and more Understand the roles of governance, methodology, and how the cloud impacts key players in your organization. Providing a collection of winning plays, championship advice, and real-world examples of successful adoption, this playbook is your ultimate resource for making the cloud work. There has never been a better time to adopt the cloud. Cloud solutions are more numerous and accessible than ever before, and evolving technology is making the cloud more reliable, more secure, and more necessary than ever before. Don't let your organization be left behind! The Cloud Adoption Playbook gives you the essential guidance you need to make the smart choices that reduce your organizational risk and accelerate your cloud adoption and digital transformation.

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**THE CLOUD ADOPTION PLAYBOOK**

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**THE DEVOPS ADOPTION PLAYBOOK**

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## A GUIDE TO ADOPTING DEVOPS IN A MULTI-SPEED IT ENTERPRISE

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John Wiley & Sons Achieve streamlined, rapid production with enterprise-level DevOps Awarded DevOps 2017 Book of the Year, The DevOps Adoption Playbook provides practical, actionable, real-world guidance on implementing DevOps at enterprise scale. Author Sanjeev Sharma heads the DevOps practice for IBM; in this book, he provides unique guidance and insight on implementing DevOps at large organizations. Most DevOps literature is aimed at startups, but enterprises have unique needs, capabilities, limitations, and challenges; "DevOps for startups" doesn't work at this scale, but the DevOps paradigm can revolutionize enterprise IT. Deliver high-value applications and systems with velocity and agility by adopting the necessary practices, automation tools, and organizational and cultural changes that lead to innovation through rapid experimentation. Speed is an advantage in the face of competition, but it must never come at the expense of quality; DevOps allows your organization to keep both by intersecting development, quality assurance, and operations. Enterprise-level DevOps comes with its own set of challenges, but this book shows you just how easily they are overcome. With a slight shift in perspective, your organization can stay ahead of the competition while keeping costs, risks, and quality under control. Grasp the full extent of the DevOps impact on IT organizations Achieve high-value innovation and optimization with low cost and risk Exceed traditional business goals with higher product release efficiency Implement DevOps in large-scale enterprise IT environments DevOps has been one of IT's hottest trends for the past decade, and plenty of success stories testify to its effectiveness in organizations of any size, industry, or level of IT maturity, all around the world. The DevOps Adoption Playbook shows you how to get your organization on board so you can slip production into the fast lane and innovate your way to the top.

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## CLOUDONOMICS

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### THE BUSINESS VALUE OF CLOUD COMPUTING

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John Wiley & Sons The ultimate guide to assessing and exploiting the customer value and revenue potential of the Cloud A new business model is sweeping the world—the Cloud. And, as with any new technology, there is a great deal of fear, uncertainty, and doubt surrounding cloud computing. Cloudonomics radically upends the conventional wisdom, clearly explains the underlying principles and illustrates through understandable examples how Cloud computing can create compelling value—whether you are a customer, a provider, a strategist, or an investor. Cloudonomics covers everything you need to consider for the delivery of business solutions, opportunities, and customer satisfaction through the Cloud, so you can understand it—and put it to work for your business. Cloudonomics also delivers insight into when to avoid the cloud, and why. Quantifies how customers, users, and cloud providers collaborate to create win-wins Reveals how to use the Laws of Cloudonomics to define strategy and guide implementation Explains the probable evolution of cloud businesses and ecosystems Demolishes the conventional wisdom on cloud usage, IT spend, community clouds, and the enterprise-provider cloud balance Whether you're ready for it or not, Cloud computing is here to stay. Cloudonomics provides deep insights into the business value of the Cloud for executives, practitioners, and strategists in virtually any industry—not just technology executives but also those in the marketing, operations, economics, venture capital, and financial fields.

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## CLOUD STRATEGY

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### A DECISION-BASED APPROACH TO SUCCESSFUL CLOUD MIGRATION

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"Strategy is the difference between making a wish and making it come true." Most books on cloud computing either stay at a very high level, offer simplistic recipes, or dive deep into vendor-specific product details. This book helps you fill the very large space in between: aligning technology change with organizational transformation, making architectural decisions, and communicating trade-offs to diverse stakeholders. The book balances structured decision models with real-life anecdotes, both harvested from half a decade of defining and implementing cloud strategies for major organizations. Today's enterprises need a more nuanced strategy than simply proclaiming "cloud first!" A strategy isn't something you can copy-paste from a recipe book or from another organization, though: diverse starting points, objectives, and constraints imply different choices and trade-offs. So, rather than offering "proven-3-step-recipes" or touting shallow success stories, this book helps you chart your own strategy by helping you ask the right questions and connecting the dots between the many facets of cloud computing. Your journey will cover why cloud lives in the first derivative, why it's not just about infrastructure, how to organize for successful cloud migrations, understanding hybrid and multi-cloud architectures without vendor jargon, designing cloud-native applications, and optimizing for cost-efficient and resilient operations. Being free of jargon and product pitches, this book is a valuable guide for: Enterprise and cloud architects who are tasked with defining and communicating a credible cloud strategy Consultants and advisors who rely on evocative decision models to guide their clients' cloud journey IT executives who want to harvest the full benefits of cloud computing Business executives who align organizational changes with the technical transformation NOTE: This book is currently available on Amazon as a print book only. The DRM-free ebook in all formats and more information are available at [CloudStrategyBook.com](http://CloudStrategyBook.com)

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## 97 THINGS EVERY CLOUD ENGINEER SHOULD KNOW

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"O'Reilly Media, Inc." If you create, manage, operate, or configure systems running in the cloud, you're a cloud engineer—even if you work as a system administrator, software developer, data scientist, or site reliability engineer. With this book, professionals from around the world provide valuable insight into today's cloud engineering role. These concise articles explore the entire cloud computing experience, including fundamentals, architecture, and migration.

You'll delve into security and compliance, operations and reliability, and software development. And examine networking, organizational culture, and more. You're sure to find 1, 2, or 97 things that inspire you to dig deeper and expand your own career. "Three Keys to Making the Right Multicloud Decisions," Brendan O'Leary "Serverless Bad Practices," Manases Jesus Galindo Bello "Failing a Cloud Migration," Lee Atchison "Treat Your Cloud Environment as If It Were On Premises," Iyana Garry "What Is Toil, and Why Are SREs Obsessed with It?", Zachary Nickens "Lean QA: The QA Evolving in the DevOps World," Theresa Neate "How Economies of Scale Work in the Cloud," Jon Moore "The Cloud Is Not About the Cloud," Ken Corless "Data Gravity: The Importance of Data Management in the Cloud," Geoff Hughes "Even in the Cloud, the Network Is the Foundation," David Murray "Cloud Engineering Is About Culture, Not Containers," Holly Cummins

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## **CLOUD COMPUTING**

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### **TECHNOLOGIES AND STRATEGIES OF THE UBIQUITOUS DATA CENTER**

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CRC Press Modern computing is no longer about devices but is all about providing services, a natural progression that both consumers and enterprises are eager to embrace. As it can deliver those services, efficiently and with quality, at compelling price levels, cloud computing is with us to stay. Ubiquitously and quite definitively, cloud computing is answering the demand for sophisticated, flexible services Cloud Computing: Technologies and Strategies of the Ubiquitous Data Center looks at cloud computing from an IT manager's perspective. It answers basic as well as strategic questions from both a business and a technical perspective so that you can confidently engage both IT and financial assets in making your organization techno- savvy, efficient, and competitive. Any answers about the future of computing are definitely in the cloud The first section of the book offers up a history of the computing roots that have evolved into cloud computing. It looks at how IT has been traditionally serving needs and how cloud computing improves and expands on these services, so you can strategize about how a cloud might provide solutions to specific IT questions or answer business needs. Next, the book shows how to begin the process of determining which organizational needs would best be served and improved by cloud computing. Presenting specific cases as examples, the book walks you through issues that your organization might likely encounter. Written clearly and succinctly, it -- Introduces you to the concepts behind different types of clouds, including those used for storage, those that improve processor and application delivery, and those that mix any and all of these services Covers typical concerns you will hear with regard to such issues as security, application integration, and structural limitations Looks at the future of the cloud, from developments on the horizon to those still in the planning stage By the book's conclusion, you will have a solid basis on which to initiate strategic discussions about deploying clouds in your organization. You will understand how cloud computing can affordably solve real problems. You will know which strategies to use and you will learn of the pitfalls to avoid when taking your data center to the clouds. Throughout this book are the answers you need to the many questions from the most basic to the more advanced surrounding cloud computing and its place in your enterprise. What exactly is cloud computing? How are clouds different than virtualization? Should my organization use a cloud (or multiple clouds)? Can clouds and virtualization play significant roles in my organization at the same time? Covering the basics of virtualization and clusters and the more advanced strategic considerations of security and return on investment, this book will be your guide to IT's present and future in the cloud, a resource that you will continually turn to. Coming soon! For more information, Professional Cloud Computing, at [www.professionalcloudcomputing.com](http://www.professionalcloudcomputing.com), will help you find information to delve more deeply into the discussion in any of a number of directions.

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## **THE ENTERPRISE CLOUD**

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### **BEST PRACTICES FOR TRANSFORMING LEGACY IT**

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"O'Reilly Media, Inc." Despite the buzz surrounding the cloud computing, only a small percentage of organizations have actually deployed this new style of IT—so far. If you're planning your long-term cloud strategy, this practical book provides insider knowledge and actionable real-world lessons regarding planning, design, operations, security, and application transformation. This book teaches business and technology managers how to transition their organization's traditional IT to cloud computing. Rather than yet another book trying to sell or convince readers on the benefits of clouds, this book provides guidance, lessons learned, and best practices on how to design, deploy, operate, and secure an enterprise cloud based on real-world experience. Author James Bond provides useful guidance and best-practice checklists based on his field experience with real customers and cloud providers. You'll view cloud services from the perspective of a consumer and as an owner/operator of an enterprise private or hybrid cloud, and learn valuable lessons from successful and less-than-successful organization use-case scenarios. This is the information every CIO needs in order to make the business and technical decisions to finally execute on their journey to cloud computing. Get updated trends and definitions in cloud computing, deployment models, and for building or buying cloud services Discover challenges in cloud operations and management not foreseen by early adopters Use real-world lessons to plan and build an enterprise private or hybrid cloud Learn how to assess, port, and migrate legacy applications to the cloud Identify security threats and vulnerabilities unique to the cloud Employ a cloud management system for your enterprise (private or multi-provider hybrid) cloud ecosystem Understand the challenges for becoming an IT service broker leveraging the power of the cloud

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## **AHEAD IN THE CLOUD**

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## **BEST PRACTICES FOR NAVIGATING THE FUTURE OF ENTERPRISE IT**

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Createspace Independent Publishing Platform Cloud computing is the most significant technology development of our lifetimes. It has made countless new businesses possible and presents a massive opportunity for large enterprises to innovate like startups and retire decades of technical debt. But making the most of the cloud requires much more from enterprises than just a technology change. Stephen Orban led Dow Jones's journey toward digital agility as their CIO and now leads AWS's Enterprise Strategy function, where he helps leaders from the largest companies in the world transform their businesses. As he demonstrates in this book, enterprises must re-train their people, evolve their processes, and transform their cultures as they move to the cloud. By bringing together his experiences and those of a number of business leaders, Orban shines a light on what works, what doesn't, and how enterprises can transform themselves using the cloud.

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## **THE TECHNOLOGY TAKERS**

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### **LEADING CHANGE IN THE DIGITAL ERA**

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Emerald Group Publishing Digital-era technologies lead organizations to become technology takers, the equivalent of economic "price takers." To be a technology taker is to assent to the behavior transforming benefits of modern technologies. This playbook offers technology takers tactics to manage change, create value, and exploit the digital era's strategic opportunities.

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## **THE CUSTOMER-DRIVEN CULTURE: A MICROSOFT STORY**

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### **SIX PROVEN STRATEGIES TO HACK YOUR CULTURE AND DEVELOP A LEARNING-FOCUSED ORGANIZATION**

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O'Reilly Media If you're striving to make products and services that your customers will love, then you'll need a customer-driven organization. As companies transform their businesses to meet the demands of the digital age, they find themselves grappling with uniquely human challenges. Organizational knowledge becomes siloed, employees move to safeguard their expertise, and customer data creates polarization and infighting between teams. All of these challenges widen the distance between the people who make your products and the customers who use them. To meet today's challenges, companies need to do more than build processes for customer-driven products. They need to create a customer-driven culture. With the help of his friend and mentor Monty Hammontree, Travis Lowdermilk takes readers through the cultural transformation of the Developer Division at Microsoft. This book shows readers how to "hack" their culture and reduce the distance between them and their customers' needs. It's a uniquely personal story that's told amidst a cultural revolution at one of the largest software companies in the world. This story acts as your guide. You'll learn how to: Establish a Common Language: Help employees change their thinking and actions Build Bridges, Not Walls: Treat product building as a team sport Encourage Learning Versus Knowing: Help your team understand their customers Build Leaders That Build Your Culture: Showcase star employees to inspire others Meet Teams Where They Are: Make it easy for teams to adopt vital behavior changes Make Data Relatable: Move beyond numbers and focus on empathizing with customers

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## **SECURE CLOUD TRANSFORMATION**

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### **THE CIO'S JOURNEY**

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All organizations are embarking on a journey to the cloud. Their users are online and taking advantage of productivity tools like Salesforce. Enterprises are in the midst of transitioning to Office 365. This book maps the journey of 16 leading enterprises around the world including Fannie Mae, Siemens, Google, Microsoft, and Amazon itself.

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## **EXECUTIVE'S GUIDE TO CLOUD COMPUTING**

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Wiley Your organization can save and thrive in the cloud with this first non-technical guide to cloud computing for business leaders In less than a decade Google, Amazon, and Salesforce.com went from unknown ideas to powerhouse fixtures in the economic landscape; in even less time offerings such as LinkedIn, Youtube, Facebook, Twitter and many others also carved out important roles; in less than five years Apple's iTunes became the largest music retailer in North America. They all share one key strategic decision - each of these organizations chose to harness the power of cloud computing to power their drives to dominance. With roots in supercomputing and many other technical disciplines, cloud computing is ushering in an entirely new economic reality - technology-enabled enterprises built on low cost, flexible, and limitless technical infrastructures. The Executive's Guide to Cloud Computing reveals how you can apply the power of cloud computing throughout your enterprise, giving members of the C-suite a detailed look at: Why cloud computing must be a top priority on your company's IT roadmaps How the drive for scale, lower costs and greater agility is making cloud computing a fiscal and technological imperative The relationship between cloud computing and other relevant IT initiatives The strategic implications of cloud computing for the enterprise Where to begin and how to get started integrating cloud computing into your existing operations Now you can harness cloud computing's potential for your organization. Executive's Guide to Cloud Computing shows you how.

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## **CLOUD NATIVE PATTERNS**

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## DESIGNING CHANGE-TOLERANT SOFTWARE

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Simon and Schuster Summary Cloud Native Patterns is your guide to developing strong applications that thrive in the dynamic, distributed, virtual world of the cloud. This book presents a mental model for cloud-native applications, along with the patterns, practices, and tooling that set them apart. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Cloud platforms promise the holy grail: near-zero downtime, infinite scalability, short feedback cycles, fault-tolerance, and cost control. But how do you get there? By applying cloud-native designs, developers can build resilient, easily adaptable, web-scale distributed applications that handle massive user traffic and data loads. Learn these fundamental patterns and practices, and you'll be ready to thrive in the dynamic, distributed, virtual world of the cloud. About the Book With 25 years of experience under her belt, Cornelia Davis teaches you the practices and patterns that set cloud-native applications apart. With realistic examples and expert advice for working with apps, data, services, routing, and more, she shows you how to design and build software that functions beautifully on modern cloud platforms. As you read, you will start to appreciate that cloud-native computing is more about the how and why rather than the where. What's inside The lifecycle of cloud-native apps Cloud-scale configuration management Zero downtime upgrades, versioned services, and parallel deploys Service discovery and dynamic routing Managing interactions between services, including retries and circuit breakers About the Reader Requires basic software design skills and an ability to read Java or a similar language. About the Author Cornelia Davis is Vice President of Technology at Pivotal Software. A teacher at heart, she's spent the last 25 years making good software and great software developers. Table of Contents PART 1 - THE CLOUD-NATIVE CONTEXT You keep using that word: Defining "cloud-native" Running cloud-native applications in production The platform for cloud-native software PART 2 - CLOUD-NATIVE PATTERNS Event-driven microservices: It's not just request/response App redundancy: Scale-out and statelessness Application configuration: Not just environment variables The application lifecycle: Accounting for constant change Accessing apps: Services, routing, and service discovery Interaction redundancy: Retries and other control loops Fronting services: Circuit breakers and API gateways Troubleshooting: Finding the needle in the haystack Cloud-native data: Breaking the data monolith

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## THE DESIGN THINKING PLAYBOOK

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### MINDFUL DIGITAL TRANSFORMATION OF TEAMS, PRODUCTS, SERVICES, BUSINESSES AND ECOSYSTEMS

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John Wiley & Sons A radical shift in perspective to transform your organization to become more innovative The Design Thinking Playbook is an actionable guide to the future of business. By stepping back and questioning the current mindset, the faults of the status quo stand out in stark relief—and this guide gives you the tools and frameworks you need to kick off a digital transformation. Design Thinking is about approaching things differently with a strong user orientation and fast iterations with multidisciplinary teams to solve wicked problems. It is equally applicable to (re-)design products, services, processes, business models, and ecosystems. It inspires radical innovation as a matter of course, and ignites capabilities beyond mere potential. Unmatched as a source of competitive advantage, Design Thinking is the driving force behind those who will lead industries through transformations and evolutions. This book describes how Design Thinking is applied across a variety of industries, enriched with other proven approaches as well as the necessary tools, and the knowledge to use them effectively. Packed with solutions for common challenges including digital transformation, this practical, highly visual discussion shows you how Design Thinking fits into agile methods within management, innovation, and startups. Explore the digitized future using new design criteria to create real value for the user Foster radical innovation through an inspiring framework for action Gather the right people to build highly-motivated teams Apply Design Thinking, Systems Thinking, Big Data Analytics, and Lean Start-up using new tools and a fresh new perspective Create Minimum Viable Ecosystems (MVEs) for digital processes and services which becomes for example essential in building Blockchain applications Practical frameworks, real-world solutions, and radical innovation wrapped in a whole new outlook give you the power to mindfully lead to new heights. From systems and operations to people, projects, culture, digitalization, and beyond, this invaluable mind shift paves the way for organizations—and individuals—to do great things. When you're ready to give your organization a big step forward, The Design Thinking Playbook is your practical guide to a more innovative future.

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## GETTING STARTED: JOURNEY TO MODERNIZATION WITH IBM Z

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IBM Redbooks Modernization of enterprise IT applications and infrastructure is key to the survival of organizations. It is no longer a matter of choice. The cost of missing out on business opportunities in an intensely competitive market can be enormous. To aid in their success, organizations are facing increased encouragement to embrace change. They are pushed to think of new and innovative ways to counter, or offer, a response to threats that are posed by competitors who are equally as aggressive in adopting newer methods and technologies. The term modernization often varies in meaning based on perspective. This IBM® Redbooks® publication focuses on the technological advancements that unlock computing environments that are hosted on IBM Z® to enable secure processing at the core of hybrid. This publication is intended for IT executives, IT managers, IT architects, System Programmers, and Application Developer professionals.

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## INFORMATION TECHNOLOGY CONTROL AND AUDIT, FIFTH EDITION

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CRC Press The new fifth edition of Information Technology Control and Audit has been significantly revised to include a comprehensive overview of the IT environment, including revolutionizing technologies, legislation, audit process, governance, strategy, and outsourcing, among others. This new edition also outlines common IT audit risks,

procedures, and involvement associated with major IT audit areas. It further provides cases featuring practical IT audit scenarios, as well as sample documentation to design and perform actual IT audit work. Filled with up-to-date audit concepts, tools, techniques, and references for further reading, this revised edition promotes the mastery of concepts, as well as the effective implementation and assessment of IT controls by organizations and auditors. For instructors and lecturers there are an instructor's manual, sample syllabi and course schedules, PowerPoint lecture slides, and test questions. For students there are flashcards to test their knowledge of key terms and recommended further readings. Go to <http://routledgetextbooks.com/textbooks/9781498752282/> for more information.

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## **TECHNOLOGY-AS-A-SERVICE PLAYBOOK**

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### **HOW TO GROW A PROFITABLE SUBSCRIPTION BUSINESS**

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Technology-as-a-Service Playbook defines the tactical and strategic plays technology companies must run to build a profitable subscription business. Whether you are a pureplay cloud company or a traditional technology provider making the pivot to the cloud, this book will help guide your decision-making and execution around the "as-a-service" model to put your company on a path to profitable growth.

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## **ENGINEERING DEVOPS**

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### **FROM CHAOS TO CONTINUOUS IMPROVEMENT... AND BEYOND**

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Bookbaby This book is an engineering reference manual that explains "How to do DevOps?". It is targeted to people and organizations that are "doing DevOps" but not satisfied with the results that they are getting. There are plenty of books that describe different aspects of DevOps and customer user stories, but up until now there has not been a book that frames DevOps as an engineering problem with a step-by-step engineering solution and a clear list of recommended engineering practices to guide implementors. The step-by-step engineering prescriptions can be followed by leaders and practitioners to understand, assess, define, implement, operationalize, and evolve DevOps for their organization. The book provides a unique collection of engineering practices and solutions for DevOps. By confining the scope of the content of the book to the level of engineering practices, the content is applicable to the widest possible range of implementations. This book was born out of the author's desire to help others do DevOps, combined with a burning personal frustration. The frustration comes from hearing leaders and practitioners say, "We think we are doing DevOps, but we are not getting the business results we had expected." Engineering DevOps describes a strategic approach, applies engineering implementation discipline, and focuses operational expertise to define and accomplish specific goals for each leg of an organization's unique DevOps journey. This book guides the reader through a journey from defining an engineering strategy for DevOps to implementing The Three Ways of DevOps maturity using engineering practices: The First Way (called "Continuous Flow") to The Second Way (called "Continuous Feedback") and finally The Third Way (called "Continuous Improvement"). This book is intended to be a guide that will continue to be relevant over time as your specific DevOps and DevOps more generally evolves.

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## **DOD DIGITAL MODERNIZATION STRATEGY**

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### **DOD INFORMATION RESOURCE MANAGEMENT STRATEGIC PLAN FY19-23**

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The global threat landscape is constantly evolving and remaining competitive and modernizing our digital environment for great power competition is imperative for the Department of Defense. We must act now to secure our future. This Digital Modernization Strategy is the cornerstone for advancing our digital environment to afford the Joint Force a competitive advantage in the modern battlespace. Our approach is simple. We will increase technological capabilities across the Department and strengthen overall adoption of enterprise systems to expand the competitive space in the digital arena. We will achieve this through four strategic initiatives: innovation for advantage, optimization, resilient cybersecurity, and cultivation of talent. The Digital Modernization Strategy provides a roadmap to support implementation of the National Defense Strategy lines of effort through the lens of cloud, artificial intelligence, command, control and communications and cybersecurity. This approach will enable increased lethality for the Joint warfighter, empower new partnerships that will drive mission success, and implement new reforms enacted to improve capabilities across the information enterprise. The strategy also highlights two important elements that will create an enduring and outcome driven strategy. First, it articulates an enterprise view of the future where more common foundational technology is delivered across the DoD Components. Secondly, the strategy calls for a Management System that drives outcomes through a metric driven approach, tied to new DoD CIO authorities granted by Congress for both technology budgets and standards. As we modernize our digital environment across the Department, we must recognize now more than ever the importance of collaboration with our industry and academic partners. I expect the senior leaders of our Department, the Services, and the Joint Warfighting community to take the intent and guidance in this strategy and drive implementation to achieve results in support of our mission to Defend the Nation.

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## **SALES ENGAGEMENT**

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### **HOW THE WORLD'S FASTEST GROWING COMPANIES ARE MODERNIZING SALES THROUGH HUMANIZATION AT SCALE**

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John Wiley & Sons Engage in sales—the modern way Sales Engagement is how you engage and interact with your potential buyer to create connection, grab attention, and generate enough interest to create a buying opportunity.

Sales Engagement details the modern way to build the top of the funnel and generate qualified leads for B2B companies. This book explores why a Sales Engagement strategy is so important, and walks you through the modern sales process to ensure you're effectively connecting with customers every step of the way. • Find common factors holding your sales back—and reverse them through channel optimization • Humanize sales with personas and relevant information at every turn • Understand why A/B testing is so incredibly critical to success, and how to do it right • Take your sales process to the next level with a rock solid, modern Sales Engagement strategy This book is essential reading for anyone interested in up-leveling their game and doing more than they ever thought possible.

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## AN AGILE ADOPTION AND TRANSFORMATION SURVIVAL GUIDE

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## DRIVING TECHNICAL CHANGE

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### WHY PEOPLE ON YOUR TEAM DON'T ACT ON GOOD IDEAS, AND HOW TO CONVINC THEM THEY SHOULD

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New technologies are popping up every day. Convincing co-workers to adopt them is the hard part. Adobe software evangelist Ryan breaks down the patterns and types of resistance technologists face in many organizations.

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## DRIVING DIGITAL

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### THE LEADER'S GUIDE TO BUSINESS TRANSFORMATION THROUGH TECHNOLOGY

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AMACOM Every organization makes plans for updating products, technologies, and business processes. But that's not enough anymore for the twenty-first-century company. The race is now on for everyone to become a digital enterprise. For those individuals who have been charged with leading their company's technology-driven change, the pressure is intense while the correct path forward unclear. Help has arrived! In Driving Digital, author Isaac Sacolick shares the lessons he's learned over the years as he has successfully spearheaded multiple transformations and helped shape digital-business best practices. Readers no longer have to blindly trek through the mine field of their company's digital transformation. In this thoroughly researched one-stop manual, learn how to: • Formulate a digital strategy • Transform business and IT practices • Align development and operations • Drive culture change • Bolster digital talent • Capture and track ROI • Develop innovative digital practices • Pilot emerging technologies • And more! Your company cannot avoid the digital disruption heading its way. The choice is yours: Will this mean the beginning of the end for your business, or will your digital practices be what catapults you into next-level success?

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## DRAWDOWN

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### THE MOST COMPREHENSIVE PLAN EVER PROPOSED TO REVERSE GLOBAL WARMING

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Penguin • New York Times bestseller • The 100 most substantive solutions to reverse global warming, based on meticulous research by leading scientists and policymakers around the world "At this point in time, the Drawdown book is exactly what is needed; a credible, conservative solution-by-solution narrative that we can do it. Reading it is an effective inoculation against the widespread perception of doom that humanity cannot and will not solve the climate crisis. Reported by-effects include increased determination and a sense of grounded hope." —Per Espen Stoknes, Author, What We Think About When We Try Not To Think About Global Warming "There's been no real way for ordinary people to get an understanding of what they can do and what impact it can have. There remains no single, comprehensive, reliable compendium of carbon-reduction solutions across sectors. At least until now. . . . The public is hungry for this kind of practical wisdom." —David Roberts, Vox "This is the ideal environmental sciences textbook—only it is too interesting and inspiring to be called a textbook." —Peter Kareiva, Director of the Institute of the Environment and Sustainability, UCLA In the face of widespread fear and apathy, an international coalition of researchers, professionals, and scientists have come together to offer a set of realistic and bold solutions to climate change. One hundred techniques and practices are described here—some are well known; some you may have never heard of. They range from clean energy to educating girls in lower-income countries to land use practices that pull carbon out of the air. The solutions exist, are economically viable, and communities throughout the world are currently enacting them with skill and determination. If deployed collectively on a global scale over the next thirty years, they represent a credible path forward, not just to slow the earth's warming but to reach drawdown, that point in time when greenhouse gases in the atmosphere peak and begin to decline. These measures promise cascading benefits to human health, security, prosperity, and well-being—giving us every reason to see this planetary crisis as an opportunity to create a just and livable world.

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## PRODUCT-LED GROWTH

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### HOW TO BUILD A PRODUCT THAT SELLS ITSELF

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Can your software sell itself? Convention and the trillion-dollar sales industry claim that it's impossible for your product to sell itself. Yet successful software businesses like Slack, Dropbox, Atlassian, and HubSpot make millions selling to customers who never once reached out to a sales rep. In Product-Led Growth: How to Build a Product That Sells Itself, growth consultant Wes Bush challenges the traditional SaaS marketing and sales playbook and introduces a completely new way to sell products. Bush reveals how your product—not expensive sales teams—can be the main vehicle to acquire, convert, and retain customers. In this step-by-step guide to Product-Led Growth, Bush explains:

Why you should flip the traditional sales process on its head and turn your product into a sales machine; How to decide whether your business should use a free trial, freemium, or hybrid model; How to turn free users into happy, paying customers. History tells us that "how" you sell is just as important as "what" you sell. Blockbuster couldn't compete with Netflix by selling the same digital content, and you need to decide "when" not "if" you'll innovate on the way you sell. Are you going to be product-led? Or will you be disrupted, too?

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## **SITE RELIABILITY ENGINEERING**

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### **HOW GOOGLE RUNS PRODUCTION SYSTEMS**

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"O'Reilly Media, Inc." The overwhelming majority of a software system's lifespan is spent in use, not in design or implementation. So, why does conventional wisdom insist that software engineers focus primarily on the design and development of large-scale computing systems? In this collection of essays and articles, key members of Google's Site Reliability Team explain how and why their commitment to the entire lifecycle has enabled the company to successfully build, deploy, monitor, and maintain some of the largest software systems in the world. You'll learn the principles and practices that enable Google engineers to make systems more scalable, reliable, and efficient—lessons directly applicable to your organization. This book is divided into four sections: Introduction—Learn what site reliability engineering is and why it differs from conventional IT industry practices Principles—Examine the patterns, behaviors, and areas of concern that influence the work of a site reliability engineer (SRE) Practices—Understand the theory and practice of an SRE's day-to-day work: building and operating large distributed computing systems Management—Explore Google's best practices for training, communication, and meetings that your organization can use

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## **THE TECHNOLOGY FALLACY**

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### **HOW PEOPLE ARE THE REAL KEY TO DIGITAL TRANSFORMATION**

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MIT Press Why an organization's response to digital disruption should focus on people and processes and not necessarily on technology. Digital technologies are disrupting organizations of every size and shape, leaving managers scrambling to find a technology fix that will help their organizations compete. This book offers managers and business leaders a guide for surviving digital disruptions—but it is not a book about technology. It is about the organizational changes required to harness the power of technology. The authors argue that digital disruption is primarily about people and that effective digital transformation involves changes to organizational dynamics and how work gets done. A focus only on selecting and implementing the right digital technologies is not likely to lead to success. The best way to respond to digital disruption is by changing the company culture to be more agile, risk tolerant, and experimental. The authors draw on four years of research, conducted in partnership with MIT Sloan Management Review and Deloitte, surveying more than 16,000 people and conducting interviews with managers at such companies as Walmart, Google, and Salesforce. They introduce the concept of digital maturity—the ability to take advantage of opportunities offered by the new technology—and address the specifics of digital transformation, including cultivating a digital environment, enabling intentional collaboration, and fostering an experimental mindset. Every organization needs to understand its "digital DNA" in order to stop "doing digital" and start "being digital." Digital disruption won't end anytime soon; the average worker will probably experience numerous waves of disruption during the course of a career. The insights offered by The Technology Fallacy will hold true through them all. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

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## **SOLUTIONS ARCHITECT'S HANDBOOK**

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### **KICK-START YOUR SOLUTIONS ARCHITECT CAREER BY LEARNING ARCHITECTURE DESIGN PRINCIPLES AND STRATEGIES**

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Packt Publishing Ltd This book will show you how to create robust, scalable, highly available and fault-tolerant solutions by learning different aspects of Solution architecture and next-generation architecture design in the Cloud environment.

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## **THE PARENTAL LEAVE PLAYBOOK**

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### **10 TOUCHPOINTS TO TRANSITION SMOOTHLY, STRENGTHEN YOUR FAMILY, AND CONTINUE BUILDING YOUR CAREER**

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John Wiley & Sons Support your growing family without losing professional ground—a proven approach The Parental Leave Playbook helps parents take control of their leave and make the most of what's considered a career timeout, but is actually a vital "time-in" for your life. If you're an expecting or new parent concerned about how your leave and return plans will affect your visibility, candidacy for promotion, work relationships, and performance (not to mention your identity and home life), this book will guide you into the smoothest transition possible. Most importantly, this book will help you as you grow and strengthen yourself and your family while remaining a professional. In The Parental Leave Playbook, you'll learn Dr. Amy Beacom's innovative R.E.T.A.I.N. framework and the three-phase, ten-touchpoint model, to coach yourself through the leave process. Beacom identifies the critical points before, during, and after leave where parents and managers must work together, and explains how parents can facilitate success by finessing the way they approach their manager and colleagues. These models are supported by case studies from the author's

work in the field with leading organizations like Microsoft, and supplemented by resources such as the evidence-based Parental Leave Transition Assessment (PLTA) sample report, leave action plan templates, reflection prompts, and development exercises to enhance self-awareness and skills. You'll learn how to: Communicate your parental leave plans effectively and at the right time Set expectations with managers and colleagues to ensure a smooth transition Learn how to maintain visibility, avoid being replaced, and continue your upward career trajectory during your parental leave and beyond Grow and strengthen your family without sacrificing your professional gains All working parents-to-be can benefit from the ideas and proven tools in this direct and practical book.

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### **THE STARTUP OWNER'S MANUAL**

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### **THE STEP-BY-STEP GUIDE FOR BUILDING A GREAT COMPANY**

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John Wiley & Sons More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you: • Avoid the 9 deadly sins that destroy startups' chances for success • Use the Customer Development method to bring your business idea to life • Incorporate the Business Model Canvas as the organizing principle for startup hypotheses • Identify your customers and determine how to "get, keep and grow" customers profitably • Compute how you'll drive your startup to repeatable, scalable profits. The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

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### **SCION: A SECURE INTERNET ARCHITECTURE**

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Springer This book describes the essential components of the SCION secure Internet architecture, the first architecture designed foremost for strong security and high availability. Among its core features, SCION also provides route control, explicit trust information, multipath communication, scalable quality-of-service guarantees, and efficient forwarding. The book includes functional specifications of the network elements, communication protocols among these elements, data structures, and configuration files. In particular, the book offers a specification of a working prototype. The authors provide a comprehensive description of the main design features for achieving a secure Internet architecture. They facilitate the reader throughout, structuring the book so that the technical detail gradually increases, and supporting the text with a glossary, an index, a list of abbreviations, answers to frequently asked questions, and special highlighting for examples and for sections that explain important research, engineering, and deployment features. The book is suitable for researchers, practitioners, and graduate students who are interested in network security.

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### **GOOD STRATEGY, BAD STRATEGY**

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### **THE DIFFERENCE AND WHY IT MATTERS**

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Crown Books Argues that a manager's central responsibility is to create and implement strategies, challenges popular motivational practices, and shares anecdotes discussing how to enable action-oriented plans for real-world results.

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### **GOOGLE CLOUD CERTIFIED PROFESSIONAL CLOUD ARCHITECT ALL-IN-ONE EXAM GUIDE**

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McGraw Hill Professional Everything you need to succeed on the Google Cloud Certified Professional Cloud Architect exam in one accessible study guide Take the challenging Google Cloud Certified Professional Cloud Architect exam with confidence using the comprehensive information contained in this invaluable self-study guide. The book provides a thorough overview of cloud architecture and Google Cloud Platform (GCP) and shows you how to pass the test. Beyond exam preparation, the guide also serves as a valuable on-the-job reference. Written by a recognized expert in the field, Google Cloud Certified Professional Cloud Architect All-In-One Exam Guide is based on proven pedagogy and features special elements that teach and reinforce practical skills. The book contains accurate practice questions and in-depth explanations. You will discover how to design, develop, and manage robust, secure, scalable, and highly available solutions to drive business objectives. Offers 100% coverage of every objective for the Google Cloud Certified Professional Cloud Architect exam Online content includes 100 additional practice questions in the TotalTester customizable exam engine Written by a Google Cloud Certified Professional Cloud Architect

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### **AGILE M&A**

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### **PROVEN TECHNIQUES TO CLOSE DEALS FASTER AND MAXIMIZE VALUE**

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With growing market pressures, transaction values, and information density, practitioners need to begin approaching M&A in a more innovative, efficient and collaborative way. This book looks at how Agile, the project management technique, can be scaled and implemented to improve the entire lifecycle of M&A while increasing value and closing deals faster.

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## IBM POWERVC VERSION 2.0 INTRODUCTION AND CONFIGURATION

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IBM Redbooks IBM® Power Virtualization Center (IBM® PowerVCTM) is an advanced enterprise virtualization management offering for IBM Power Systems. This IBM Redbooks® publication introduces IBM PowerVC and helps you understand its functions, planning, installation, and setup. It also shows how IBM PowerVC can integrate with systems management tools such as Ansible or Terraform and that it also integrates well into a OpenShift container environment. IBM PowerVC Version 2.0.0 supports both large and small deployments, either by managing IBM PowerVM® that is controlled by the Hardware Management Console (HMC), or by IBM PowerVM NovaLink. With this capability, IBM PowerVC can manage IBM AIX®, IBM i, and Linux workloads that run on IBM POWER® hardware. IBM PowerVC is available as a Standard Edition, or as a Private Cloud Edition. IBM PowerVC includes the following features and benefits: Virtual image capture, import, export, deployment, and management Policy-based virtual machine (VM) placement to improve server usage Snapshots and cloning of VMs or volumes for backup or testing purposes Support of advanced storage capabilities such as IBM SVC vdisk mirroring of IBM Global Mirror Management of real-time optimization and VM resilience to increase productivity VM Mobility with placement policies to reduce the burden on IT staff in a simple-to-install and easy-to-use graphical user interface (GUI) Automated Simplified Remote Restart for improved availability of VMs ifor when a host is down Role-based security policies to ensure a secure environment for common tasks The ability to enable an administrator to enable Dynamic Resource Optimization on a schedule IBM PowerVC Private Cloud Edition includes all of the IBM PowerVC Standard Edition features and enhancements: A self-service portal that allows the provisioning of new VMs without direct system administrator intervention. There is an option for policy approvals for the requests that are received from the self-service portal. Pre-built deploy templates that are set up by the cloud administrator that simplify the deployment of VMs by the cloud user. Cloud management policies that simplify management of cloud deployments. Metering data that can be used for chargeback. This publication is for experienced users of IBM PowerVM and other virtualization solutions who want to understand and implement the next generation of enterprise virtualization management for Power Systems. Unless stated otherwise, the content of this publication refers to IBM PowerVC Version 2.0.0.

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## MODERN WEB DEVELOPMENT WITH IBM WEBSHERE

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### DEVELOPING, DEPLOYING, AND MANAGING MOBILE AND MULTI-PLATFORM APPS

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Pearson Education Online resources also available to purchasers.

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## BIG DATA, ANALYTICS, AND THE FUTURE OF MARKETING & SALES

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Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshares highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace. The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

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## ESCAPE VELOCITY

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### FREE YOUR COMPANY'S FUTURE FROM THE PULL OF THE PAST

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Harper Collins “Read this book to learn how to create a company as powerful as Apple.”—Guy Kawasaki, former chief evangelist of Apple In *Escape Velocity* Geoffrey A. Moore, author of the marketing masterwork *Crossing the Chasm*, teaches twenty-first century enterprises how to overcome the pull of the past and reorient their organizations to meet a new era of competition. The world's leading high-tech business strategist, Moore connects the dots between bold strategies and effective execution, with an action plan that elucidates the link between senior executives and every other branch of a company. For readers of Larry Bossidy's *Execution*, Clay Christensen's *Innovator's Solution*, and Gary Vaynerchuk's *Crush It!*, and for anyone aiming for the pinnacle of business success, *Escape Velocity* is an irreplaceable roadmap to the top.

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## IT GOVERNANCE

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### HOW TO REDUCE COSTS AND IMPROVE DATA QUALITY THROUGH THE IMPLEMENTATION OF IT GOVERNANCE

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Createspace Independent Publishing Platform It's necessary for enterprises nowadays to collect massive amounts of data for their business - data concerning everything from products and services to market conditions and customer demographics. With so much information at your fingertips, it's difficult to find the pieces that are accurate and relevant. This problem is exacerbated by the growth that comes from acquisition. Consolidating data becomes a real issue for newly integrated companies or recently launched branches. After all, standardizing software - considering international legal requirements, different roles, responsibilities, and processes - is challenging when you're running a global enterprise. Helmut Schindlwick proposes a solution for these headaches through IT governance. You must put a

system in place for inaccurate or redundant data, as well as data that becomes obsolete, and then continuously monitor data quality to ensure optimization. Instead of focusing on software, you should first take time to determine the structure of your master data. Schindlwick shares all the knowledge and experience he's gleaned from eighteen years of consulting work, approaching a complex topic in a way that's practical and easily understood. His unique Transformation Eco System, or TESy, will guide readers through concepts and communicate information plainly.