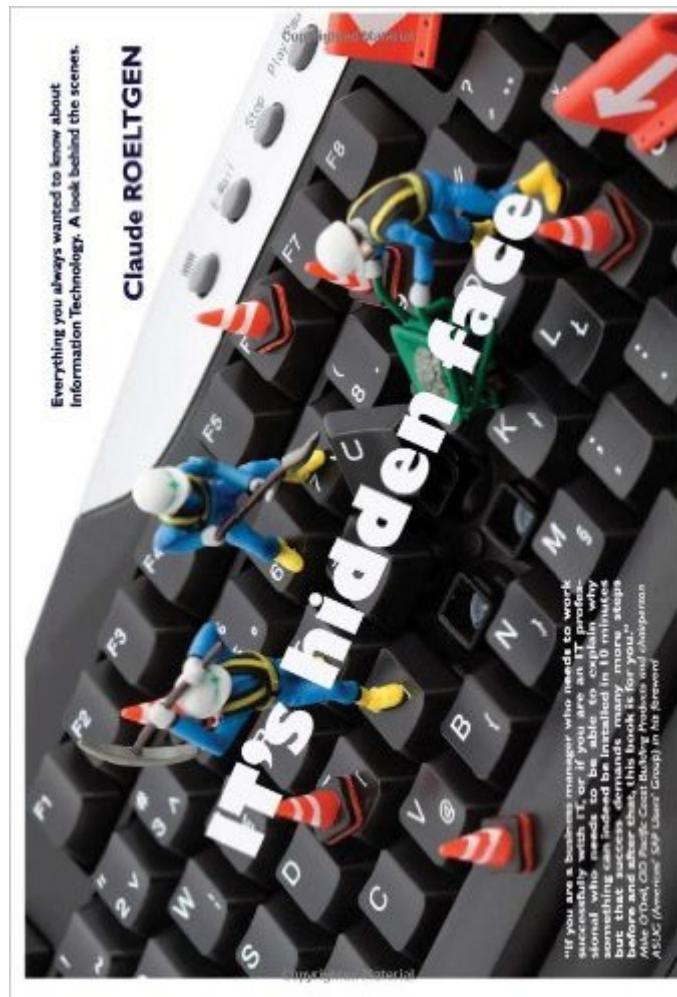


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# IT's Hidden Face: Everything You Always Wanted To Know About Information Technology. A Look Behind The Scenes



## **Synopsis**

An experienced Banking-CIO reveals the world of Information Technology in a company. There's a Grand-Canyon-sized gap between the expectations of computer users and what an IT department can effectively do. And this gap creates many victims-on both sides! This book is a one-of-a-kind bridge-builder for computer users to understand IT and to be able to talk to IT experts. It is deliberately written in layman's language and avoids IT-specific technical terms. Why do IT projects fail or always take longer than expected? Why is software so unstable? What do IT experts do all day, and why are there so many? What about IT security? This book is a translation of the second edition of the bestselling German book "Eine Million oder ein Jahr".

## **Book Information**

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## **Customer Reviews**

"If the automobile had followed the same development cycle as the computer, a Rolls-Royce would today cost \$100, get a million miles per gallon, and explode once a year, killing everyone inside." - Excerpt quote from Robert X Cringely This book is a business reading of epic proportions. It redefines the entire worldview as businesses increasingly rely on technology to be competitive and innovative, and yet IT projects continuously fail to deliver. We are at a defining moment in economic history: will we fully harness the power of technology to make our businesses better and smarter, or will it run amok always threatening risk of catastrophe? Nowadays, the most effective way for any business to innovate seems to be through technology, so the pressure is on! The author does a phenomenal job painting a picture of everything wrong with the I.T. world, including its operations, management, principles, and culture. The practical as well as global awareness I gained from just

this book is phenomenal. I feel like I can see through the smoke and mirrors I have spent years trying to figure out when dealing with our IT project managers. My only criticism is while the author does an incredible job describing the problems, he does not really put forth a solution. He instead says it will "take decades to play out" for I.T. to reach maturity. He suggests that one day, maybe an innovative I.T. vendor will solve the riddle to make things work. I disagree. For a book that riffs I.T. vendors constantly, I'm surprised he's still looking for a cure from the hair of the dog. The catalyst will be innovation from within. You should outsource where it economically makes sense, yes.

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