



Agility: Competing and Winning in a Tech-Savvy Marketplace

Mark Mueller-Eberstein

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Insider secrets to competing-and winning-in the tech-savvy marketplace

The new generation of technology savvy workers is changing the way we look at productivity. *Agility* uniquely describes how technology agility impacts your business's performance and can become a critical success factor. A must-read for leaders defining business strategy and technology implementation, the methodology it describes will show how to measure and drive technology adoption and the derived impact on business results.

- Includes international cases of various industries, from industry leaders
- Incorporates the ideas of flexibility, balance, adaptability, and coordination under one umbrella
- Uniquely describes how technology agility impacts business performance

What differentiates Audi, BMW and Mercedes or GM? Understanding it can make or break the future of an organization. *Agility* makes it clear: the digital divide will be seen in those who take full advantage of the technology versus those merely have it.

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