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Harvard Business Review on Aligning Technology with Strategy Harvard Business Review Most companies waste billions of dollars on technology. Don't be one of them.

If you need the best practices and ideas for unleashing technology's strategic potential--but don't have time to find them--this book is for you. Here are eight inspiring and useful perspectives, all in one place. This collection of HBR articles will help you:

- Clarify corporate strategy with your IT department
- Fund only IT projects that support your strategy
- Transform IT investments into profits
- Build one technology platform for your entire organization
- Adopt new technologies only when their best

practices are established

- Use analytics to make smart decisions at all levels

of your company

- Integrate social media into your business



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