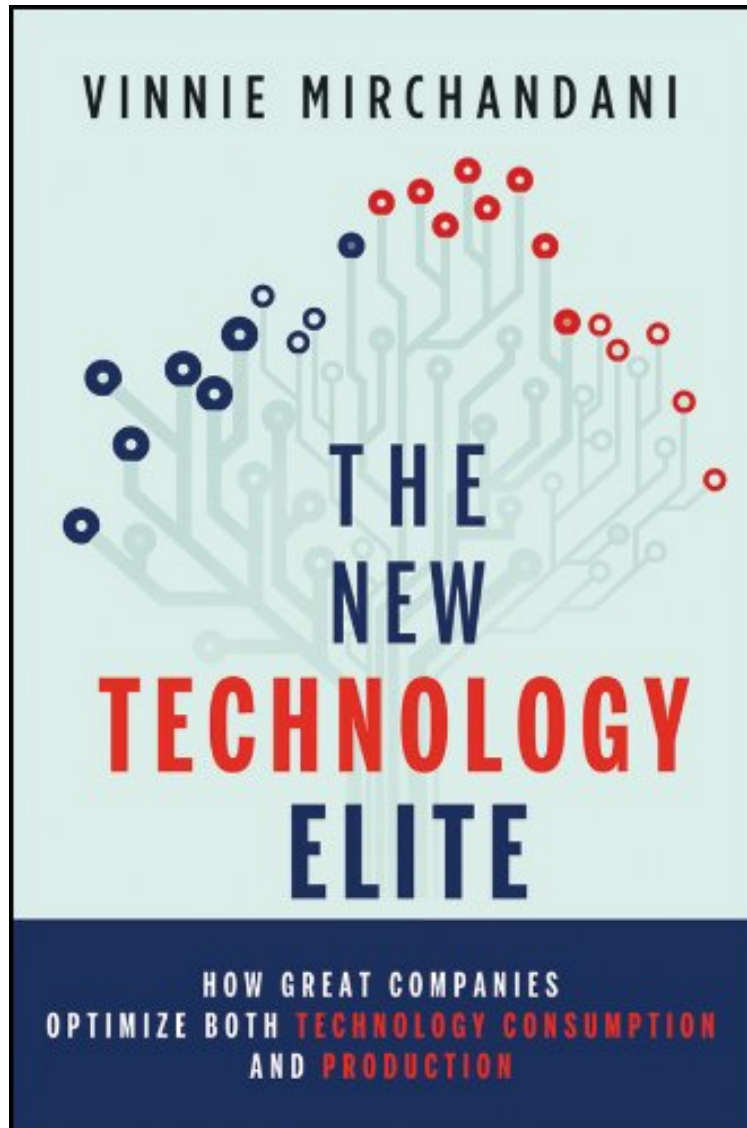


# The New Technology Elite: How Great Companies Optimize Both Technology Consumption and Production

Vinnie Mirchandani

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**Vinnie Mirchandani : The New Technology Elite: How Great Companies Optimize Both Technology Consumption and Production** before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Technology Elite: How Great Companies Optimize Both Technology Consumption and Production:

1 of 3 people found the following review helpful. A thousand anecdotesBy Forward14This is a thorough compilation

of many vignettes that illustrate the spread of technology in our world and the potential to use technology, mostly computer-based technology. The author's encyclopedic knowledge is revealed as if you had met him at a never ending cocktail party. The anecdotes are interesting, many are not well known. Some companies, such as Apple, Google and for some reason, Cognizant, an IT outsourcer, receive many (admiring) mentions. The book is a fast read and will supply you with a year's worth of anecdotes- but not with an organizing framework, or a roadmap for how to leverage the content to address whatever challenges you may be facing. There are no diagrams or charts; many chapters are organized according to the type of anecdote. However, the fundamental message is valid - technology will continue to have a big, likely increasing impact on our lives. We need to educate ourselves on its potential and risks. We have way too few people who are more interested in mastering how to use and control technology than in how to use Apple's latest products. 3 of 4 people found the following review helpful. A Disorienting Experience By Frank S. Scavo Reading The New Technology Elite leads to one overriding impression: the pace of technology change is unprecedented. We all know this, generally, but most of us really don't realize the extent to which this is true. Vinnie's fast-paced writing style matches his subject matter. Just one example: in Chapter 15, he discusses how quickly GPS technology evolved from in-auto dashboard systems, to standalone GPS devices, to smartphone apps--in less than a decade. He then launches into a discussion about technologies that are being embedded in home appliances, enabling them to connect to smartphones, tablets, and other devices and how this is leading to Samsung--a consumer electronics company--to take market share away from appliance market leaders, such as Whirlpool and Kenmore. He then jumps to an analysis of how difficult it is to forecast demand for new products such as the Kindle, or Nintendo's Wii. If you have attention-deficit disorder, Vinnie's book is for you. He piles on examples one after another, barely giving time to take a breath. For the rest of us, it is disorienting. But it serves a purpose: to give the reader overwhelming evidence of the magnitude and pace of the changes taking place in all industries. Although his book is on new technologies, Vinnie's research style is definitely old school. Today too many so-called industry analysts take the lazy way, getting nearly all of their information from vendor briefings and press releases, writing analysis that regurgitates vendor PR talking points, and rarely speaking directly to customers. As a result, they have no original insight. Vinnie's way requires more work, but it's more rewarding: Do your homework, pick up the phone, talk to those at the center of the action, and learn something new. Then, take a position. Those who engage with Vinnie on Twitter or in blog comments know that he doesn't hedge his views. From time to time, I get into debates with him. Although I don't always agree with him, I respect that he doesn't arrive at a position lightly, and that his opinions are research-based. He doesn't shoot from the hip. (At the same time, though, I do see an evolution of his thinking in the final version of the book, as compared to some of his earlier blog posts on the same subjects.) So, there's much to learn from The New Technology Elite. Moreover, there's a lot to learn in imitating the author's example. 2 of 3 people found the following review helpful. Ignore at your peril By Jon Reed I follow the enterprise for a living. The biggest danger in my line of work is that your views become irrelevant due to lazy assumptions. Vinnie Mirchandani, the author of this book and the classic "The New Polymath," is an antidote to sloppy thinking. Most of us realize that the "consumerization of IT" is having a big impact, but it's become a useless cliché in the process. In his new book, Vinnie moves beyond that cliché by documenting how companies are using technology throughout their businesses (and products and services) to stay ahead. The implications? IT departments, and the vendors that serve them, either need to come to grips with this reality or become irrelevant. That's not a message you hear very often. I don't always agree with Vinnie, but if you take up an argument with him, be on notice that he researches his points of view exhaustively. This book is packed with anecdotes pertaining to themes like design thinking, mobility, social business and sustainability - each backed up with a case study, such as how Google has reduced data center energy consumption by 50 percent. I consider Vinnie's books to be required reading for anyone with a stake in enterprise-level innovation. The biggest challenge with Vinnie's work is that you do have to put in the time to get the benefit. His views may be new school but his approach to research - the kind few of us do anymore - is decidedly old school. It's worth the time. I do find myself wanting to learn more about how Vinnie thinks individuals should respond to these trends which are disrupting IT departments across industries. He does get into the new flavor of executive that is making these projects happen, but that's a topic that I will want to learn more about in future blogs and research.

How-to guidance for optimizing incumbent technologies to deliver a better product and gain competitive advantage. Their zip codes are far from Silicon Valley. Their SIC codes show retail, automobile or banking. But industry after industry is waking up to the opportunity of "smart" products and services for their increasingly tech-savvy customers. Traditionally technology buyers, they are learning to embed technology in their products and become technology vendors. In turn, if you analyze Apple, Google, Amazon, Facebook, Twitter and eBay, you marvel at their data centers, retail stores, application ecosystems, global supply chains, design shops. They are considered "consumer" tech but have better technology at larger scale than most enterprises. The old delineation of technology buyer and vendor is obsolete. There is a new definition for the technology elite - and you find them across industries and geographies. The 17 case studies and 4 guest columns spread through The New Technology Elite bring out the elite attributes in detail. Every organization will increasingly be benchmarked against these elite - and soon will be competing against them.

Contrasts the productivity that Apple, Google and others have demonstrated in the last decade to that of the average enterprise technology group Reveals how to leverage what companies have learned from Google, Apple, Amazon.com, and Facebook to your company's advantage Designed for business practitioners, CEOs, CFOs, CIOs, technology vendors, venture capitalists, IT consultants, marketing executives, and policy makers Other titles by Vinnie Mirchandani: *The New Polymath: Profiles in Compound-Technology Innovations* If you're looking to encourage technology innovation, look no further. *The New Technology Elite* provides the building blocks your company needs to become innovative through incumbent technologies.