



# **David Taylor's Inside Track: Provocative Insights into the World of IT in Business (Computer Weekly Professional)**

*David Taylor*

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Never before has IT played such a significant role in transforming organisations, of all sizes. And yet it continues to be dominated by technical jargon, acronyms and irrelevant detail.

This book cuts through all of the confusion, and presents a clear, direct, solution based focus on the key IT/business issues facing every company and business leader today.

This book contains the complete, first fifteen months of David Taylor's highly acclaimed Computer Weekly column - Inside Track. With a reputation for cutting through the hype, David focuses on the IT/business and personal leadership agenda, covering such issues as:

- \* The key IT issues for the boardroom - in business language
- \* Actions to win in the new world of e-commerce - and get started today
- \* The successful new IT leader - the skills you and your company need to employ
- \* Quick solutions to long-term IT problems - they can be resolved
- \* How to motivate your people, and slash staff turnover - save a fortune on recruitment costs
- \* True IT/business alignment - add real value to your bottom line

David Taylor is a leading authority on IT in business. He is President of the association of IT Directors, Certus, a reference partner to the UK Government's National Audit Office, and a registered expert with several global research companies. His overall aim is to enable people and organisations to be all that they can be, through the combination of world class technology, true leadership and the release of human potential. With a prestigious background across companies such as Rolls-Royce, Allianz and Cornhill, David has a driving, positive passion for IT in business, and a reputation for championing IT Directors who want to achieve board level positions in their organisations. David and his team work with FTSE 200 companies on winning in the new internet economy, with entrepreneurs starting new dot com ventures, and with CEOs, advising on the qualities they should seek in their IT leaders. A regular writer, television presenter and speaker, David gives keynote, leadership and IT presentations throughout the world. He lives with his wife, Rosalind and their two children, Anthony and Olivia, in Surrey.

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