



A Reinvenção da TI (Portuguese Edition)

Patricia Knebel

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Através de 25 cases produzidos a partir de entrevistas com CIOs e depoimentos de presidentes de grandes empresas como Tramontina, Marcopolo, Gerdau e Grendene, a obra evidencia o papel transformador que a Tecnologia da Informação (TI) vem desempenhando nos negócios de organizações de diferentes segmentos e portes. Se antes a área era vista como meramente técnica, hoje passou a englobar uma concepção mais moderna, em que as novas tecnologias são fatores fundamentais de sucesso nos negócios e decisivas, não só na elaboração, mas também na implementação das estratégias de desenvolvimento das empresas. É uma leitura para aqueles que querem ter exemplos e avaliar iniciativas no campo da aplicação da tecnologia, visualizar seus efeitos e obter relatos sobre os principais resultados em companhias e organizações de destaque que formam amostra de extrema qualidade em termos de inovação e competitividade do Brasil.

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