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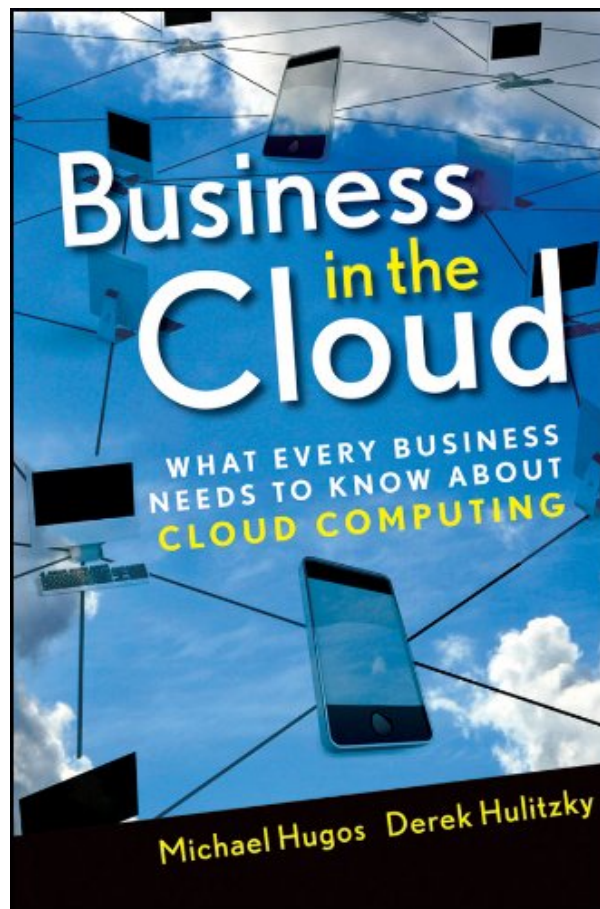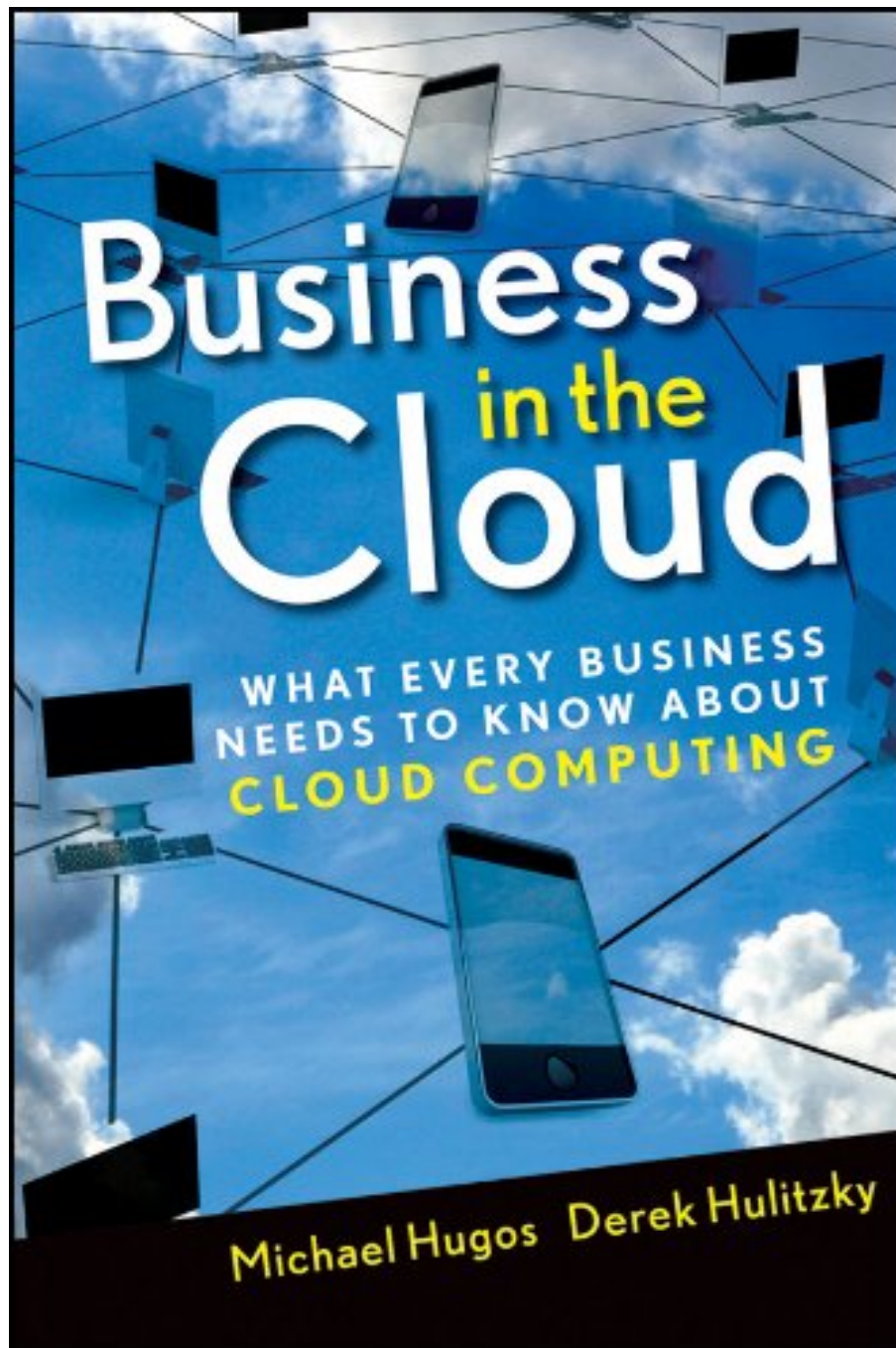

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This book *Business In The Cloud: What Every Business Needs To Know About Cloud Computing By Michael H. Hugos, Derek Hulitzky* is anticipated to be among the very best vendor publication that will certainly make you really feel completely satisfied to get and also review it for finished. As understood could usual, every book will certainly have specific points that will certainly make someone interested so much. Also it comes from the author, type, content, or even the author. However, many people additionally take the book Business In The Cloud: What Every Business Needs To Know About Cloud Computing By Michael H. Hugos, Derek Hulitzky based on the theme as well as title that make them astonished in. and here, this Business In The Cloud: What Every Business Needs To Know About Cloud Computing By Michael H. Hugos, Derek Hulitzky is really recommended for you because it has fascinating title and also theme to check out.

From the Inside Flap

Praise for Business in the Cloud

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A close look at cloud computing's transformational role in business

Covering cloud computing from what the business leader needs to know, this book describes how IT can nimbly ramp up revenue initiatives, positively impact business operations and costs, and how this allows business leaders to shed worry about technology so they can focus on their business. It also reveals the cloud's effect on corporate organization structures, the evolution of traditional IT in the global economy, potential benefits and risks of cloud models and most importantly, how the IT function is being rethought by companies today who are making room for the coming tidal wave that is cloud computing.

- Why IT and business thinking must change to capture the full potential of cloud computing
- Topics including emerging cloud solutions, data security, service reliability, the new role of IT and new business organization structures
- Other titles by Hugos include: Business Agility: Sustainable Prosperity in a Relentlessly Competitive World and Essentials of Supply Chain Management, 2nd Edition

Practical and timely, this book reveals why it's worth every company's time and effort to exploit cloud computing's potential for their business's survival and success.

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- Published on: 2010-09-24
- Released on: 2010-09-24
- Format: Kindle eBook

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Most helpful customer reviews

3 of 3 people found the following review helpful.
"Business in the Cloud...Computing"...The Transition from Managing Technology to Managing Business Processes!
By Michael GreenGold
"Business in the Cloud...Computing" is an excellent,clear & easy to understand guide designed for a broad audience of business & technical leaders to balance the needs for a comprehensive framework to understand Cloud Computing and its Business Impact with the need for a simple & direct discussion of the key points without delving so deeply into specific details!
"Business in the Cloud...Computing" is divided into three parts. The first two chapters provide a basis for understanding current organizational & economic changes / realities! The next six chapters define Cloud Technology,strategies,tactics and lessons learned-to-date! Chapter six - The Transition from Managing Technology to Managing Business Processes is very direct & relevant! The last two chapters expand upon the information in previous chapters to the Business Impact of Cloud Computing & Global Implications of the Cloud!
"Business in the Cloud...Computing" is designed to clarify the often-vague concept of Cloud Computing to not only understand it but to put it to work!...Please review & use...All Cloud Innovators & Builders...Michael.Business in the Cloud: What Every Business Needs to Know About Cloud Computing

3 of 3 people found the following review helpful.
Thought-provoking book
By Gopal Khaitan

The book provides compelling arguments for IT organizations / Corporations to accelerate adoption of Cloud computing to align IT budgets with the business's focus and direction. The Cloud model is inevitable in order for companies to reduce IT fixed costs / capital expenses and replaces them with operating expenses which would provide ability to scale in conformance with the business needs. Even though there are some valid concerns e.g. data security, privacy which need to be addressed by the providers, the ability for this model to make the organization agile and more responsive to business needs is undeniable.

Historical analogy with Chicago skyscrapers and gradual transformation of their power needs is quite relevant and thought-provoking. Also, the comparisons to the early years of Internet evolution and initial reluctance to its adoption are interesting similarities.

2 of 2 people found the following review helpful.
Finally, someone with something substantive to say about Cloud Computing
By Bob Murphy
If I hear one more person opine that Cloud Computing is just a fad, or just another name for time-sharing, well, never mind.

Hugos & Hulitzky offer one of the most thoughtful, substantive and relevant perspectives on something that is anything BUT a fad.

Cloud computing has many dimensions to it. It has been created by a myriad of technical developments in the past couple of decades. It manifests itself in many different ways, and it just begs for clarity in its investigation, complex as that clarity might be.

These guys nail it, and in so many ways. Their exposition on the nature of modern business is worth the price of admission itself. And the way they make the nexus between that phenomenon and the state of IT in the clouds these days is brilliant. After all, no-one really cares about technology. People care about how it delivers sustainable business value. This book never loses focus on that matter.

Heads up IT professionals: When someone sends your CEO a copy of the article that appeared in the Economist a couple of years ago, entitled "The Long Nimbus", or Steve Lohr's recent article in the New York Times, entitled, "The Business Market Plays Cloud Computing Catch-Up", and your CEO sends you an email asking you to fill him or her in on what this Cloud Computing is all about, you're going to want to make sure you've already taken the time to read this book.

See all 9 customer reviews...

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