



Business Innovation: CIOs im Wettbewerb der Ideen (German Edition)

Christoph Witte, Walter Brenner

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Im Wettbewerb um die besten Ideen

Neue Technologien, wie Web 2.0, Smartphones und Social Media, verändern Geschäftsmodelle, Prozesse und Strukturen. Um die Potentiale der Informations- und Kommunikationstechnik nutzen zu können, ist der Chief Information Officer gefragt. Er muss sein Wissen und seine Erfahrung einbringen, damit die Unternehmen zukunftsfähig bleiben.

Das Buch "Business Innovation" zeigt, wie Chief Information Officers mit den neuen Möglichkeiten umgehen. Hiefür haben Brenner und Witte die CIOs großer Unternehmen (u.a. Bosch und Siemens, Deutsche Bank, VW, Deutsche Telekom), einen Unternehmer (Infowerk), einen Berater (McKinsey) sowie einen Professor der Stanford University in Palo Alto interviewt. Offen reden die Gesprächspartner über ihre Erfahrungen, Probleme und Prognosen. Denn eines ist klar: Es ist nicht immer einfach, im Kampf um die besten Ideen die Nase vorn zu haben.

Das Buch geht zudem detailliert auf die Methode "Design Thinking" ein, die sich als guter Weg erwiesen hat, um den Innovationsprozess zu professionalisieren.

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