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Johnson Hunter, United States, 2011. Paperback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book ***** Print on Demand *****.What makes a High Tech CEO and company successful? This book is written by Paul DiModica, CEO of The Value Forward Group a high tech business success advisement firm and the publisher of the newsletter High Tech Success. Through market model research, case examples, public documents and third party studies, the author has identified best practice action steps management teams need to make for marketing, sales, strategy, finance and operation departments to maximize their technology company growth. Giving detailed step-by-step guidance and using case study examples from companies like , Apple, Oracle, AOL, Amazon and SAP, this book lays out four specific business drivers needed for IT, software and professional service companies to build a replicable and scalable business growth program in today s economy. DiModica s book is more like a high tech CEO operational success manual giving the reader department best practice assessments, questionnaires and online downloadable tools to reveal the factors needed for IT companies from start-up to global 100 players to build a sustainable growth platform.

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