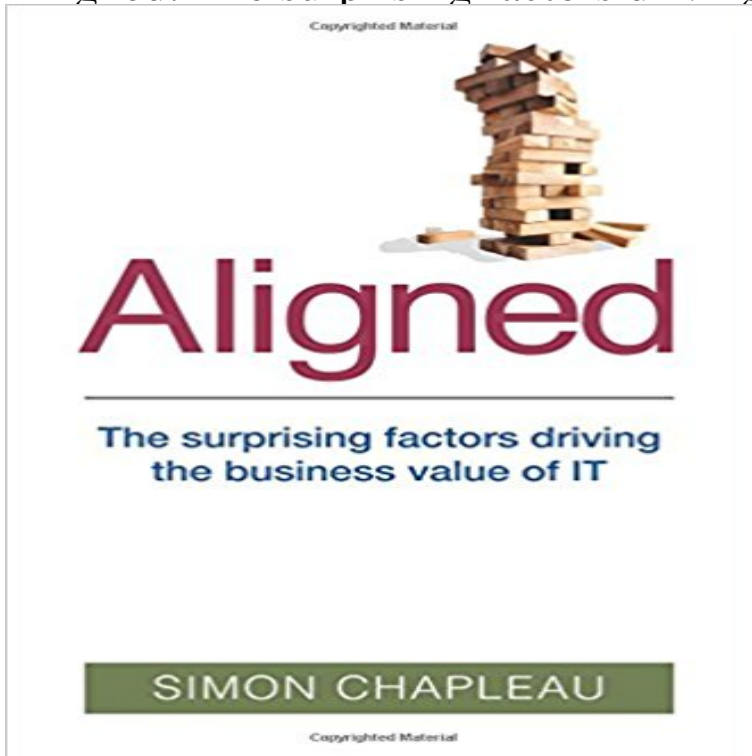


Aligned: The surprising factors driving the business value of IT



Most of us believe that business value is achieved through new projects and governance. That's a mistake, says Simon Chapleau. The secret to business value in IT is to get users to actually use the applications and become engaged. But that only happens if they are not dissatisfied. Drawing on a comprehensive study of over 200 organizations, Chapleau exposes the mismatch between what drives business value and what IT leaders actually focus on. In *Aligned*, he examines the six factors that drive business value and offers smart and surprising techniques to put them into action. Bursting with big ideas, *Aligned* will transform how you manage IT to deliver more value.

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