New Book Provides Cloud Computing Insights for Business Leaders

Business Editors / Hi-Tech Writers

The wow about cloud computing isn’t about on-demand information technology, it’s about the promise of on-demand business innovation.
Now comes the groundbreaking book outlining what business leaders should be thinking and doing about this seismic shift.

NEW YORK--(PRWEB). Shift happens. We are witnessing the third seismic shift in information technology over the past fifty years. In the beginning it was mainframe computers; then it was networks and PCs that gave companies new sources of productivity. But now the emergence of a third computing model called “cloud computing” will have a huge impact on business. While cloud computing is recognized as an essential enabler of business reinvention, it’s not yet clear how to find your way through all of the industry’s hype and fog to apprehend its true potential. After all, it turns out that there is no such “thing” as cloud computing. It’s not a new technology. It’s not a new architecture. It’s not a new methodology. It is, however, a new means of delivering IT resources, and that very simple statement is game changing for business.

Maryfran Johnson, Editor of CIO Magazine sets the context, “Cloud computing seems to have moved from an over-hyped industry buzzword to a serious topic worthy of attention. There are still big unanswered questions hovering around security and integration issues. But the global economic recession is clearly accelerating interest in alternative ways to deliver software and services to organizations that are demanding ever-lower IT expenses while clamoring for ever-higher levels of computing support for collaboration and customer service.”

Industry veteran Andy Mulholland, coauthor of the just-released book, Enterprise Cloud Computing: A Strategy Guide for Business and Technology Leaders, writes, “With the complete fusion of technology into the modern enterprise, technology and business have become inseparable. Together they are needed to address the bigger world, the bigger society, in which a business must operate. And it’s that bigger world that has changed as a result of the connectivity of the Internet and the rise of Social Networks where the future is being discussed, debated and transformed. This book isn’t a technical treatment, it is about how to use clouds to create new business value.”

Coauthor Jon Pyke elaborates, “It may surprise you that we devote a great deal of attention to changes going on in the larger world, the larger society, outside the traditional supply-and-demand business world. We believe that it’s the social constructivism emerging in our wired world that has huge consequences for business, even to the point of what it means to be a business.”

No one needs to know more about the business implications of cloud computing than C-level executives responsible for the future of their companies, for the wow isn’t about technology, it’s about on-demand business innovation. But even more than understanding this new wave, business leaders need to act, and act now.

Coauthor Peter Fingar describes the intended audience for the book, “There are already many technical books on cloud computing. So if you are looking for a bunch of techno-speak, look elsewhere. This book is about how cloud computing is being forged with new categories of resources and services that give business people control over their business processes to compete for the future -- a future that’s certainly not business as usual.”

Written by industry veterans with a combined leadership experience of over 100 years at the intersection of business and technology, Enterprise Cloud Computing provides strategic insights, describes the breakout business models and offers the guidance business and technology leaders need to chart their course ahead. The book is available in both print and Kindle editions at Amazon.com.

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