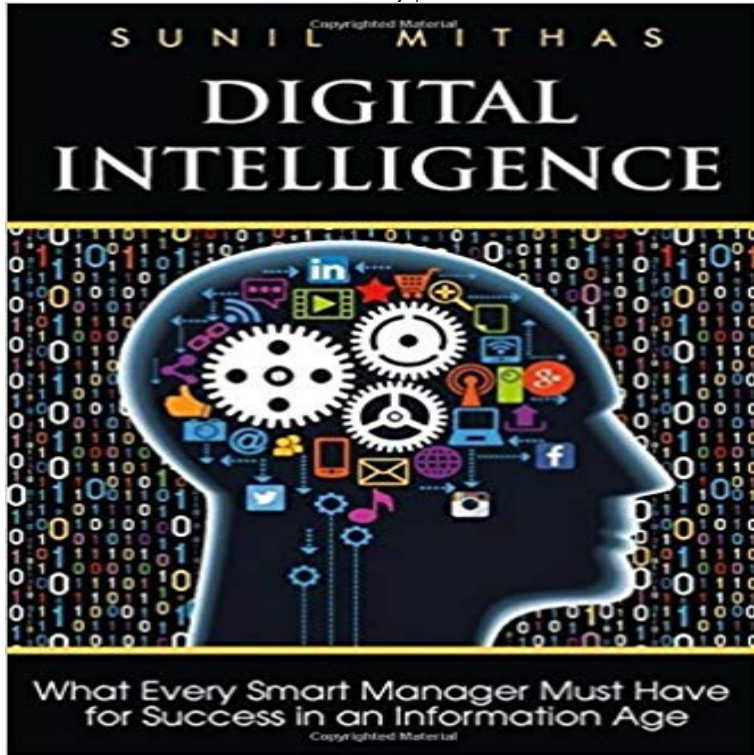


Digital Intelligence: What Every Smart Manager Must Have for Success in an Information Age



This book is intended for general managers and students who want to improve their digital intelligence or digital IQ. The book espouses the belief that digital intelligence is an important competence that global leaders need to have in today's economy to enhance the performance of their organizations. The book lays out the most basic competencies and skill sets for thinking about IT and IT-enabled changes that all managers should have. It articulates some of the dimensions of digital intelligence; yet because of the focus on general managers, it avoids details of technologies and implementation that should ideally be handled by trained IT professionals. It is not necessary for managers and entrepreneurs to have a programming or computer science background to acquire digital intelligence. It may surprise some that even Steve Jobs, one of the most successful technology entrepreneurs and executives, did not have a degree or background in computer science or programming. Steve is not alone; this is also true of many other digital immigrants who have made significant contributions to IT. If people without a technology background can be technology pioneers, such success should encourage everyone to embrace digital intelligence and use technology intelligently in business and life.

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