

Title Strategic Advertising Management Author Larry Percy

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ho for ceos cios cfos and it leaders the green it business case and best practices for making it happen timely help for companies facing rising energy costs new government rules and growing public concern powerful new insights from ibm s breakthrough 1 billion green computing i organization has a significant carbon footprint in an era of unpredictable energy costs reducing energy usage throughout your data centers and it infrastructure represents a powerful cost cutting opportunity now a top green it expert shows business and it leaders how to drive powerful business value by improving it s environmental performance drawing on leading edge experience john lamb helps you realistically assess the business case for green it set priorities and overcome the internal and

external challenges to making it work he offers proven solutions for issues ranging from organizational obstacles to executive motivation and discusses crucial issues ranging from utility rate incentives to metrics along the way you ll discover energy saving opportunities from virtualization and consolidation to cloud and grid computing and solutions that will improve business flexibility as they reduce environmental impact lamb presents case studies checklists and more all the practical guidance you need to drive maximum bottom line value from your green it initiative

in 2014 automakers in the united states more than doubled their previous all time record for automotive safety recalls the most prominent recall was for a defective ignition switch in general motors vehicles that caused cars to stall and airbags to fail in a crash prompting a legal financial and public relations nightmare for the company the ignition switch from hell examines the engineering managerial and supplier relations problems that led to the defective part the book provides suggestions on how gm management can improve vehicle quality assurance including case studies of quality assurance systems from japanese suppliers

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