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IT thought leader Peter Hinssen gives Business and IT people a much-needed wake-up call with his new book "Business/IT Fusion"

"Life has never been more challenging in the world of IT than it is today. Yet at the same time the role of IT and the role of the CIO have never been more questioned." So begins this eye-opening, thought-provoking look at the changing role of IT, penned in an appealing narrative style. The book was launched on the 1 of December 2008 and is currently available to purchase via Amazon.com or via www.it-fusion.com.

The author provides his readers with a roadmap for the journey to completely rethink IT and transform it into something completely new. With conclusions drawn from more than ten years of working with and interviewing top-level CIOs, it is essentially a guide to the metamorphosis of IT. Hinssen wrote the book spurred on by the desperate need for a new breed of IT professionals to tackle today's challenges. The answer, according to Hinssen lies in Fusion – meaning blending IT into the business rather than treating it as a supplier. He focuses on the re-channeling of energy in allowing IT professionals to work with the business to deliver results in a more efficient and effective way. Hinssen. This atypical management book is aimed at both IT and business people who want to know more about the relationship between business and IT and the new role of IT (and of the CIO).

Peter Hinssen is an entrepreneur, advisor, lecturer and writer and one of Europe's most sought-after thought leaders on the impact of technology on society and business. Peter has extensively researched the organizational transformation of IT units, the profile of the next-generation CIO and the profound shift in IT roles during a Fusion process. Hinssen is currently the chairman of Porthus.com and co-founder of Across Group, and since 2000, he has been an Entrepreneur in Residence with McKinsey & Company. His passionate teaching approach makes him a popular executive faculty member of the London Business School (UK), TiasNimbas Business School (Netherlands/Germany) and Vlerick Leuven Gent Management School (Belgium).

More information: www.it-fusion.com

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