



Partnering With the CIO: The Future of IT Sales Seen Through the Eyes of Key Decision Makers

Michael Minelli, Mike Barlow

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CIOs spend more than \$1.2 trillion on software and hardware each year. *Partnering with the CIO* looks at IT sales from the CIO's perspective, revealing what needs to be changed and expressing their fears, concerns, warnings, and advice. Based on in-depth interviews with CIOs at major international firms and organizations such as Citigroup, First Data Corp., Priceline.com, Pitney Bowes, PricewaterhouseCoopers, Time Inc., World Wildlife Fund, Accenture, and the CIO Executive Council, among many others, *Partnering with the CIO* is a practical and much-needed guide to the current state of IT sales and leadership.

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