



It Ain't Rocket Science A Common-Sense Guide to Making IT Projects Work: How to find and fix the underlying people, process, and business problems that cause the majority of technical issues

Susan C. Cooper

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While many consultants cheer when clients fail at managing their IT woes internally, IT consultant Susan C. Cooper thinks it's time to stop pretending and actually start addressing the issues at the heart of organizational dysfunction.

Unlike other consultants who happily line their pockets by telling clients what they want to hear, Cooper believes that identifying root causes of problems—and then tackling them head-on instead of blaming the software—better serves everyone!

In this hilarious, accessible, and incredibly useful guide, Cooper distills over twenty years of experience working with Fortune 500 companies into a collection of technology-related problems and roadblocks experienced by most organizations. By willingly talking about the elephant in the room, she empowers C-level officers and managers to confront these issues and find tenable solutions.

Written in plain, easy-to-grasp English and authored by a consultant who has truly seen it all, *It Ain't Rocket Science* can help you identify and fix the self-defeating behaviors that consistently stymie your efforts at successful IT projects and operations, identify what a great CIO means to your business, and give you the confidence to deal with the technological issues faced by your organization.

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