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**RESPECTED EXECUTIVES PUBLISH NO-NONSENSE
APPROACH TO MANAGING INFORMATION SYSTEMS**

HOUSTON – Two respected information systems executives have announced their new book, “The Effective CIO: How to Achieve Outstanding Success through Strategic Alignment, Financial Management, and IT Governance,” Auerbach Publications, Taylor & Francis Group, Boca Raton, FL. Eric J. Brown, executive vice president and chief information officer (CIO) for NCI Building Systems, Inc. and William A. Yarberry, Jr., president of ICCM Consulting LLC, add this title to each of their personal lists of previous MIS publications.

In the book’s preface the authors distinguish this work as providing more practical tools and applications than other books currently offered.

“In our opinion, too much of the IT literature is excessively abstract,” they write. “We have included governance checklists, sample IT controls, merger and acquisition recommendations, a framework for IT policies and other practical material.”

The book also features interviews with CIOs that demonstrate how the information presented has been applied in successful IT programs of major corporations in the health care, energy and other industries.

Brown and Yarberry describe these featured interviews by saying, “So many times we hear individual perspectives that are thinly veiled agendas to get us to buy something or move in a certain direction. In contrast, these are, as Detective Joe Friday would say, ‘just the facts....’”

The book’s other topics include: career development for the successful CIO, project management, creating “good enough” code, enterprise architecture, mergers and acquisitions, sourcing, business intelligence and analytics, security, training, effective use of consultants, operations and futures.

The book is available through the Taylor & Francis Group at <http://www.taylorandfrancis.com>.

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