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FRI, JUN 19, 2009 10:42 EDT

## What We're Reading

Blogs and books selected by the staff of CIO magazine from the June 1 issue



POSTED BY: [Christine Celli](#) in [Best Practices](#)  
TOPIC: [Applications](#)  
BLOG: [The Techie Reading List](#)  
CURRENT RATING: ★★☆☆☆ COMMENTS: 0

### JAM: [Amp Your Team, Rock Your Business](#)

By Jeff Carlisi and Dan Lipson  
Businesspeople and rock stars have nothing in common, right? Wrong, say authors Jeff Carlisi and Dan Lipson. Like a business, a successful rock band is made up of visionaries and relies on devoted followers. Success is achieved when the entire group is pulling in the same direction. Carlisi, former guitarist for the band "38 Special" and Lipson examine key moments in the development of a band and demonstrate how business leaders can apply those lessons to their own companies. Jossey Bass, 2009, \$24.95

### [The Effective CIO](#)

By Chuck Musciano  
Have you ever wondered, as a leader, what type of animal you'd be? Chuck Musciano, CIO with Martin Marietta Materials, says that choosing the giraffe is the wisest answer (it's the tallest animal, able to see threats at a great distance). Read this blog for Musciano's insights on IT leadership, including thoughts on his favorite Web 2.0 technologies, advice for being a better leader and best practices for finding mentors.

### [Identity in the Age of Cloud Computing](#)

By J.D. Lasica  
REPORT: Last summer, 28 industry, government, academic and public policy experts convened for the Aspen Institute's Roundtable on Information Technology to discuss the disruptive influence of cloud computing on the economy and on individuals. Lasica provides a lucid summary of participants' thinking about the evolution of the cloud, its implications for commerce, and the nation's

### About this Blog

Books, blogs and other suggested reading for IT employees

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the cloud, its implications for commerce, evolving notions of privacy and the need for regulations that safeguard individuals while ensuring security.

**10-X Stimulus Projects**

By Thomas Frey  
Futurist Thomas Frey outlines 10 projects he says would produce a 10-fold return on investment from federal stimulus money, including the creation of a national wireless grid and digital upgrading of community libraries. Not on that list: building schools, raising teacher salaries and bailing out corporate America.

**Glow**  
***How You Can Radiate Energy, Innovation, and Success***

By Lynda Gratton  
There's your job, and then there's your career. London Business School professor Lynda Gratton shares how you—even when confronted with adverse circumstances—can become indispensable to your organization and have a more robust and fulfilling career. The book offers nine actions, a checklist and tools to help measure your progress, as well as dozens of personal stories. Berrett-Koehler, 2009, \$16.95

**The Total CIO**

By Andy Blumenthal  
Andy Blumenthal, CTO at the Bureau of Alcohol, Tobacco, Firearms and Explosives, blogs on all things leadership, including the challenges of a being a change agent, bridging the business and IT divide and the importance of being customer-centric.

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**Cloud Building: 8 Ingredients for Internal Clouds**

Cloud computing: a fundamentally new way to deploy IT services and functions cost-effectively and quickly. Learn how the VMware vCloud initiative dramatically improves how consumers access their information and experience applications as well as the 8 ingredients to get you going.

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**Data Storage: How to Get Out from Under the Mountain of Useless Data**

Why would you pay to store and maintain something you didn't need? Yet a new IDG research report says the majority of organizations are doing just that with inactive data. Click here to read how Iron Mountain's Virtual File Store service can reduce data storage needs by 50 percent or more, freeing up IT resources for bottom line savings and profit.

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