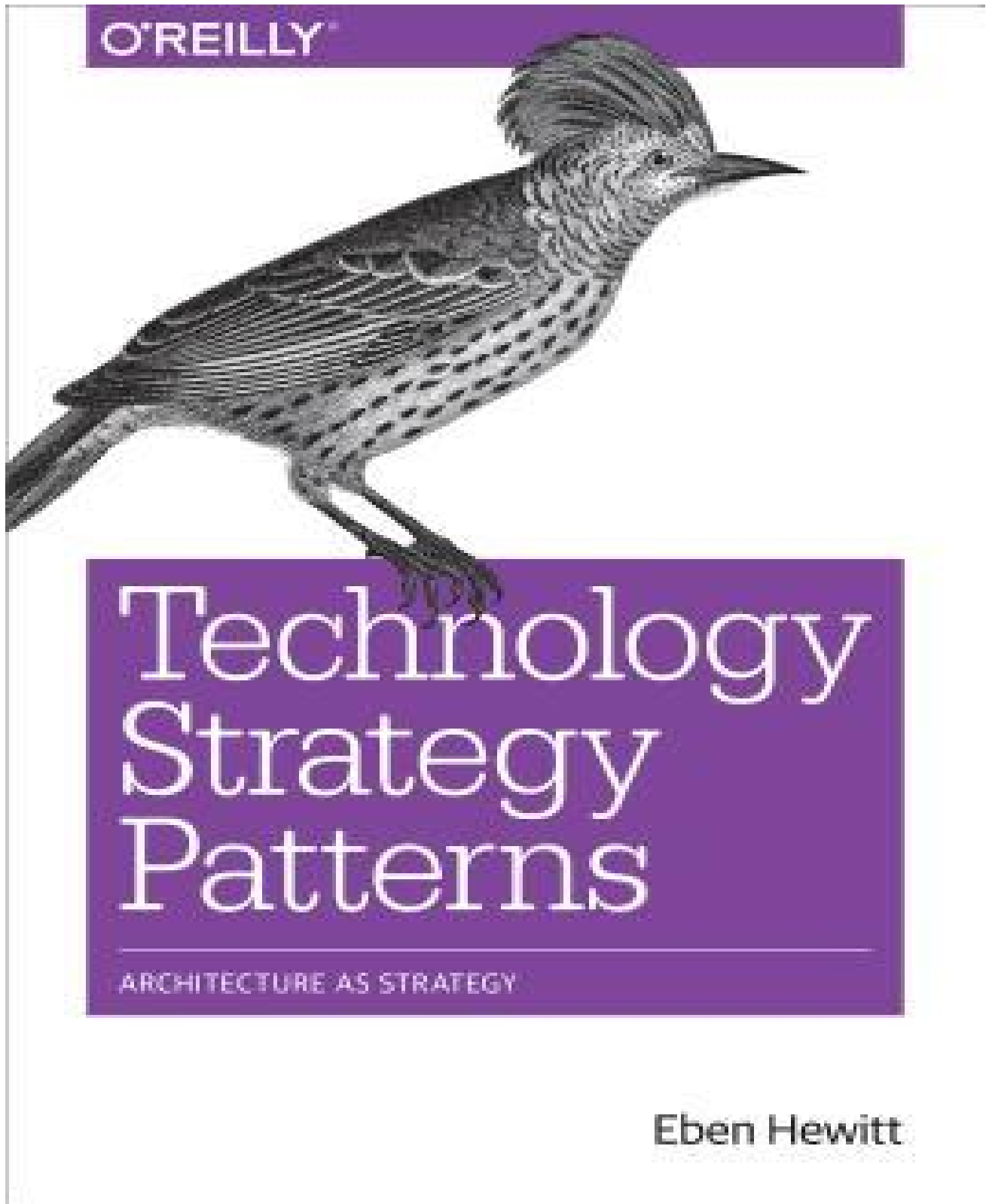


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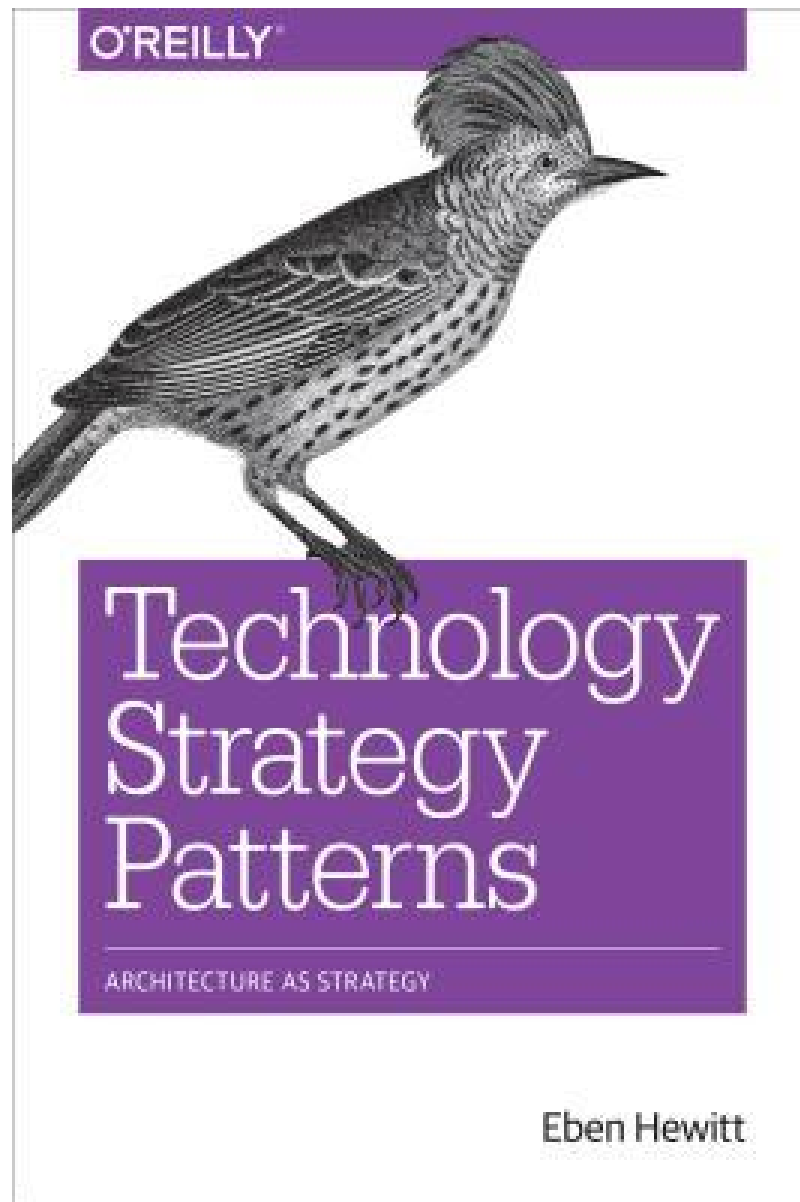
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## Synopsis:=====

Software architects are often called upon to create an organization's technology strategy. But what constitutes a "good" technology strategy? And what tools and patterns can you use to create one that's meaningful, impactful, executable, and operational? This book explains what the world's top strategy firms can teach you about the intersection of strategic analysis and communication to deliver critical architectural decisions. Author Eben Hewitt, Chief Architect and VP of Product Development at Sabre, outlines a framework, process, and set of 30 patterns that will help you create a powerful technology strategy for your organization. You'll learn what strategy is and explore the accepted tools and patterns for creating one, including SWOT, Porter's Five Forces, PESTEL, Futures Funnels, and radars. By the end of the book, you'll be able to apply these tested patterns to represent your technology strategy in a way that will help you succeed.

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