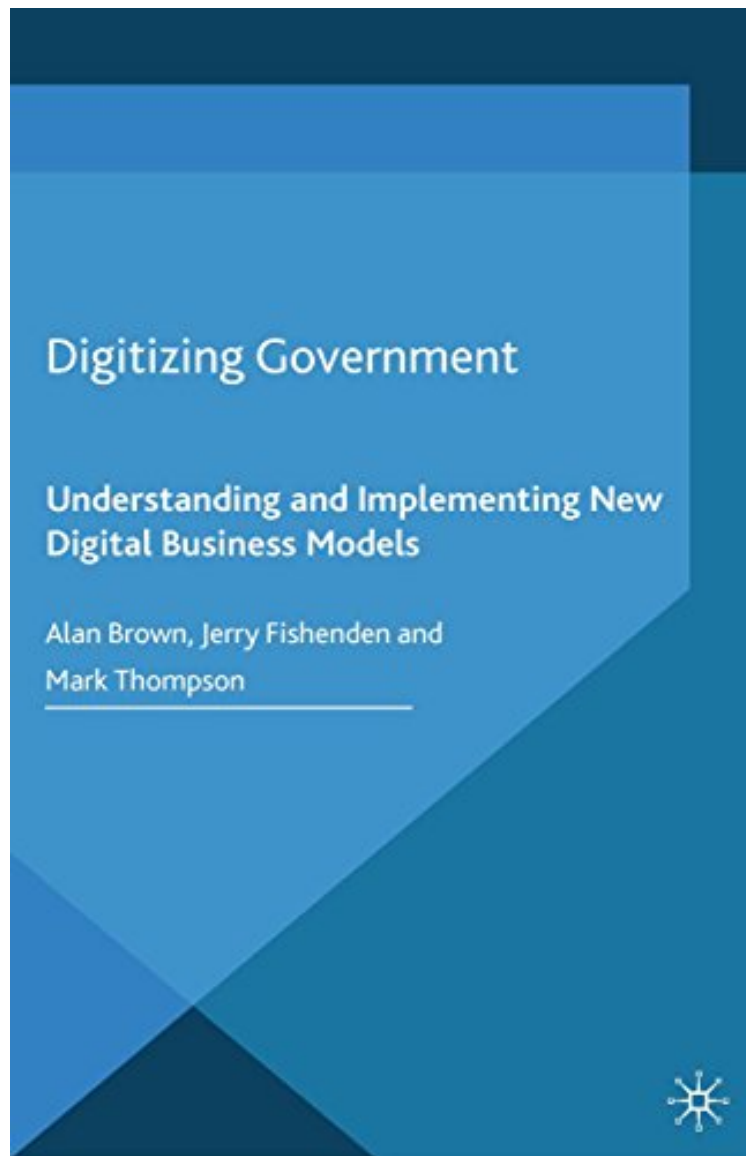


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## **Digitizing Government: Understanding and Implementing New Digital Business Models (Business in the Digital Economy)**

*A. Brown, J. Fishenden, M. Thompson*  
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## Models (Business in the Digital Economy):

For businesses large and small, investment in digital technologies is now a priority essential for success. Digitizing Government provides practical advice for understanding and implementing digital transformation to increase business value and improve client engagement, and features case studies from the private and public sectors.

"A compelling guide that shows how public services can use new technology to create entirely new organizations, structures, systems, processes, and business models that deliver services in better, easier, cheaper, and faster ways." - Steve Denning, former CTO, World Bank, author of *The Leader's Guide to Radical Management* 'This book gives practical insight and encouragement for everyone leading, building, operating, and assuring the new digital future for UK government. But it is also an essential read for those who need to understand what digital means and how much more than just new technology it is going to take to make digital public services a reality.' - Sally Howes, Digital Director, National Audit Office, UK 'Digitizing Government provides real insight into the challenges of bringing large public sector institutions into the digital age. But don't be fooled into thinking that this is a book about technology it is actually about how you bring about fundamental transformation in large organisations. Technology matters, but so does openness to new ideas and an emphasis on getting things done.' - Julian Birkinshaw, Professor of Strategy and Entrepreneurship, London Business School 'This is without doubt the most comprehensive and approachable account of the digital government movement, its recent developments, and future potential. A fascinating insight for the general reader, and a guidebook for policymakers wishing to understand why past public sector IT initiatives have so often failed and how smarter use of technology can genuinely transform government and public services. This book should be compulsory reading for those who seek radical reform in the way government works.' - Eddie Copeland, Head of Technology Policy Unit, Policy Exchange 'Government has a choice to embrace digital change or risk entrenching costly, inefficient services that will increasingly frustrate citizens. As key influencers of the UK government's digital strategy, the authors understand the huge benefits and potential pitfalls that the digital revolution offers their insights provide vital guidance for policymakers and practitioners alike on how technology can transform public services.' - Bryan Glick, Editor in Chief, *Computer Weekly* About the Author Alan W. Brown is Professor of Entrepreneurship and Innovation in the Surrey Business School at the University of Surrey, UK. Alan has worked in many strategic roles in the software industry in Europe and the United States, including Chief Technology Officer for IBM Rational in Europe, VP of Research at Sterling Software, and senior technical staff member at the Software Engineering Institute (SEI) at Carnegie Mellon University. Over the past 20 years Alan has worked on several government activities in the UK, EU, and USA to provide guidance on policy and practices in software delivery. He has published more than seventy papers, and authored and edited numerous books. Jerry Fishenden has over 25 years' experience of technology leadership, most recently as interim deputy Chief Technology Officer (CTO) for the UK government. He provides independent guidance and expertise to various organisations, from start-ups to big business, and is a frequent keynote speaker and writer on technology. Jerry has previously been CTO for Microsoft UK, the City of London financial regulator, the UK Parliament and the National Health Service. He is a Senior Research Fellow at Bath Spa University and a former Visiting Senior Fellow at the London School of Economics. Jerry was the Specialist Advisor to the House of Commons for their ground-breaking inquiry into government IT. The former Senior Policy Advisor to the UK Prime Minister credits Jerry as a key influence on the current government programme of technology modernisation and reform. nbsp; Mark Thompson has 22 years' experience in public sector ICT. He is Senior Lecturer in Information Systems at Cambridge Judge Business School, Strategy Director at Methods Group, specialists in digitally-enabled public services, Board Member of Digital Leaders, panel member of CBI C21 Public Services Group, and recent Board Member of Intellect/Tech UK. He has published in several top-tier IS and organisation journals including *Organization Science*, *Academy of Management Journal*, *Journal of Management Studies*, *Organization*, *Information and Organization*, and *Information Technology for Development*, and is a reviewer for over 16 journals. Mark is acknowledged as one of the architects of government's shift towards Open systems, and is a frequent contributor to columns and/or chair of panels and conferences on Digital public services.