

Gartner

EXECUTIVE.IT

Strategies and technologies for enterprise management





- Executive.IT is the **bimonthly strategy magazine by Gartner**, addressed to Italian big and medium companies' top management, that discusses about digital innovation and its effects on companies' performances and on management methods.
- **The usual reader is executive**, the executive manager that **has to take strategic decisions for his company**, from investments to new products development, from (re)writing the organization to actions aimed at improving revenue account and customer service.
- Executive.IT is a "consultation essay" edited in all its contents by Gartner, the most important independent corporate

consultation company worldwide specialized in IT. In addition to dossiers and scenario articles, cover interviews are also very important, dedicated to protagonists of technology user companies and to case histories on corporate applications and experiences.

- Two interviews dedicated to supply world will enrich the dialogue between readers and companies, where strategies and typical supply elements from the direct experience of corporate top management will be described.
- Executive.IT is handed out at European events by Gartner and to its Italian clients.

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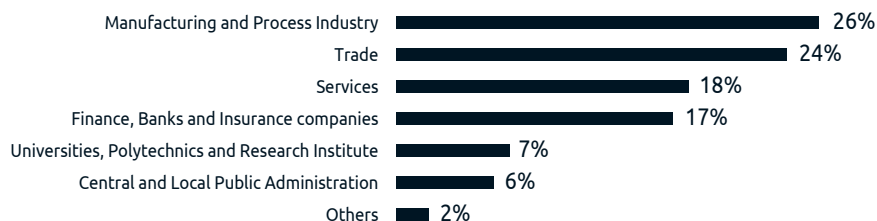
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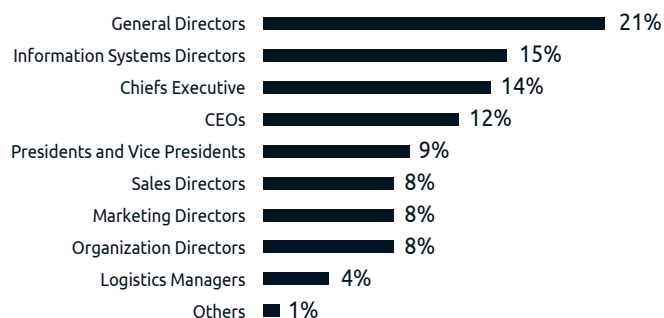


Reader's model

Market sector



Role inside the company



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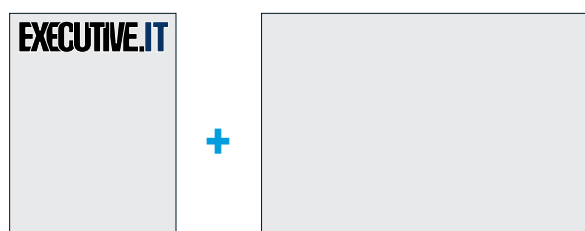
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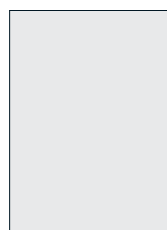
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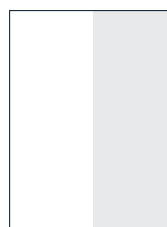
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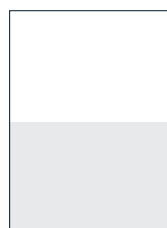
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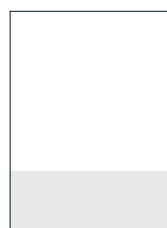
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