

## Designing Delivery Rethinking It In The Digital Service Economy

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Its central strategy is to reduce the size and increase the frequency of the design-develop-test lifecycle. Over time, Agile has discovered and incorporated several powerful techniques to remove noise from the iterative lifecycle. These" — Jeff Sussna, Designing Delivery: Rethinking IT in the Digital Service Economy

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Sussna's "Designing Delivery" is an important call-to-action for organizations of all sizes. Instead of relying on hierarchical, efficiency-oriented I.T. departments inspired by the management philosophy of Frederic Taylor, companies now need I.T. to be adaptable, responsive partners with a focus on customer empathy.

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To help you improve customer satisfaction and create positive brand experiences, this pragmatic book introduces a transdisciplinary approach to digital service delivery. Designing a resilient service today requires a unified effort across front-office and back-office functions and technical and business perspectives. You'll learn how make IT a full partner in the ongoing conversations you have with your customers.

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When I recommended Designing Delivery: Rethinking IT in the Digital Service Economy on Twitter, Jeff asked me to explain why I thought it was valuable. Jeff's book deals with a complex subject matter and he considers a broad range of different aspects.

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Designing Delivery: Rethinking IT in the Digital Service Economy 1st Edition, Kindle Edition by ... I was not sure what to expect from Designing Delivery as I browsed through the Table of Contents. Following @jeffsussna on Twitter for several years, I sort of expected a book more geared towards the IT world.

[Designing Delivery — Sussna Associates](#)

He is the the author of Designing Delivery: Rethinking IT In the Digital Service Economy, and is a highly respected teacher, writer, and speaker on topics across the Agile/DevOps/Design Thinking ...

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“ Designing for delivery will help us create services that are more robust and flexible. — Clay Shirky, author and industry observer As society transitions from a product economy to a digital service economy, software is increasingly essential for navigating everyday life.

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