

Dear Readers,

My name is Alok Ranjan Tripathy and I am writing to you today to introduce my useful and informative book 'Fasttrack I.T. Journey: How to move from Supplier to Partner'. This book is essential for all suppliers and buyers within the IT sector, irrespective of industry, as it offers guidance and information about building relationships. There are many ways suppliers can forge beneficial partnerships with IT buyers and my comprehensive experience within IT and sales means I am an expert on this topic.

I have worked as a senior IT director for many years across a wide range of industries. My book contains a simple explanation of IT services and helps any buyer or supplier build long-term business relationships that work. IT is essential to the modern business environment and is not just a service augmentation facility.

Professionals within IT will discover my book offers solutions that work and ideas for achieving objectives and targets within IT procurement. Buying and supplying within the IT sector is really just based on seven, simple "C" principles and my book gives you a real understanding of what these are.

The IT sector is going through an exciting period of expansion and development at present, so business leaders with an eye to success need to build productive and supportive relationships with IT suppliers to ensure sustained growth.

You'll find my book is an easy read with lots of tips on building the kinds of mutual relationships within IT that really do work well. At the end of each chapter, I have summarised three key take aways. You can easily pick up and practice at work place to transform the existing relationship with your Buyer or Supplier to partnership.

What's more, three valuable bonus offers are currently available for all new orders and these can help develop your understanding even further. Bonus offers include:

1. A detailed diagram depicting customer centricity
2. IT Service Providers - Suppliers, which illustrates the ways in which suppliers are the cogwheel driving all services
3. Complexity of mapping of buyer goals to supplier objectives, which provides information on goal setting for objective mapping

My book helps you appreciate just how much time you need to put into your buyer-supplier relationships in order to make them work, as well as offering the tips needed to maintain the professionalism of your partnership. Building a successful partnership can lead to new opportunities and challenges, so it can be critical for the continued growth and profitability of any business. After reading my book, you'll understand the nuances of your business relationships

much more and be able to work in a more constructive fashion with a variety of IT professionals and suppliers.

Should you require any additional information or have any questions, feel free to reach me on 0044-7986733801 or by email at aloktripathy@yahoo.com.

My Facebook page link is <https://www.facebook.com/FTITJAlokRTripathy>,

Twitter handle <https://twitter.com/TripathyAlok14> and

website address for the book is www.fasttrackitjourney.com.

Amazon : <https://www.amazon.com/FastTrack-I-T-Journey-Supplier-Partner/dp/1729621953>