

Dear Readers,

I am writing today to let you know about my new book - 'Fasttrack I.T. Journey: How to move from Supplier to Partner'. This informative and educational book is an essential read for anybody aspiring to join IT Services or currently working in the IT sector. Chief Information Officers and executives within the IT supply chain will find the book of particular interest.

The book aims to decode the mystery that surrounds IT services, so that IT services can be understood by masses or common people, who would be using the services and often not aware of it. Secondly the examples shared in the book can help build and improve relationships between buyers and suppliers in IT Services. Achieving successful partnerships helps any business grow and increase profitability within the modern digital age.

I'll kick off by telling you a little bit about myself. I started my career in the arena of software development and then moved into pre-sales and sales. I have been a senior director within IT for around 20 years now. I've worked in a number of industries, including retail, telecoms, and the financial and insurance industries in the UK, Switzerland, Sweden, Belgium and France and am presently based in Edinburgh. I hold a B-Tech degree in electrical and electronics engineering from the National Institute of Technology, Calicut, India.

My book takes a hard look at buyers and suppliers within IT and the ways they work together to achieve objectives. I then go on to describe my seven "C" principles for relationship building and describe just how these work in practice. As the principles are around the behavioral aspect, it is applicable to any service industry.

You'll find 'Fasttrack I.T. Journey' is an easy read, as I have used straightforward language, terminologies, stories and relevant case studies throughout the book. Once you've read the text, you will be in a much better position and enjoy a far greater understanding of the ways to build and improve your buyer-supplier relationships.

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.

You will also benefit from three great bonus offers when you opt to buy 'Fasttrack I.T. Journey', which will assist you in developing your partnerships even further.

IT is progressing all the time and this is a truly exciting period of growth for all participants.

However, any business that wants to continue to lead in its field needs to take some time to build viable partnerships with IT suppliers.

My book provides the tips and advice on the best ways to build mutual respect, to challenge each other for creative success - One can have many collaborations in a lifetime; the one that reigns high is the one where the best of both comes out and complements each other. The outcome is magical, not only for our protagonists – Buyer and Supplier, even for the world to leverage and benefit from.

I had published a paper on “Emerging trends in Payment Security”, back in 2009, for HSBC Asia Pacific yearbook.

Thank you for taking the time to read my letter.

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>
