

FOR IMMEDIATE RELEASE

PEARSON FT PRESS SIGNS FORTUNE 100 EXECUTIVE, SCOTT STAWSKI

Author is Delivering a Business Transformation Strategy for Today's New Technology Paradigms

DALLAS, TX (September 16, 2015) – With the fast paced changes in technology, Scott Stawski has captured not only the attention of Pearson FT Press, but also the technology industry with the soon to be released book, *Inflection Point: How the Convergence of Cloud, Mobility, Apps, and Data Will Shape the Future of Business*. He predicts that many industries are entering a new round of business disruption driven by technology. To thrive in this environment, businesses must harness this technology to implement a new business strategy and operating model. This book has C-Level executives listening and learning new ways to create a fluid environment that moves at the speed of light.

Stawski explains the strategic implications of today's new technology paradigms, helping the readers reshape their organizational and operational strategies; to embrace and profit from them. He'll show the reader how technology and other factors are driving a radical new round of disintermediation, reintermediation, and disruption—and what that means to companies across all business sectors.

“By introducing a business transformation book that details the risk and benefits of today's technology convergence, business leaders, individuals in the workforce and college students will be able to effect the changes necessary to create successful companies and successful careers.” Said <insert name and title> of Pearson FT Press.

Pearson FT Press will be releasing the hardback copy of *Inflection Point: How the Convergence of Cloud, Mobility, Apps, and Data Will Shape the Future of Business* in late September across major book outlets, including Pearson FT Press, Amazon.com and Barnes and Noble. The Kindle version of the book is available now.

About the Author

Scott Stawski, (www.ScottStawski.com) is an Executive at Hewlett Packard Enterprise. A trusted technology advisor for CEOs, CFOs and CIOs, Scott specializes in multi-million dollar business intelligence, technology solutions, and go-to-market frameworks for the world's biggest companies. He is a recognized expert in analytics and data management, technology strategy, outsourcing and next generation cloud applications.

About FT Press

FT Press (www.ftpress.com), an imprint of Pearson, publishes content from the world's best minds on the most important topics. Our brand is built on high-quality content in the areas of Business Analytics, Finance and Investing, Sales and Marketing, Supply Chain and Operations Management, Leadership, Project Management and Human Resources.

About Pearson

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