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SPECIAL REPORT: CEO GUIDE TO TECHNOLOGY

## The CEO's Tech Toolbox

**Podcasts, RFID tags, and mesh networks are among the 10 new technologies that should be on the radar of every chief exec**

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. . . In fast-changing industries, the CEO must keep up with technology or risk falling behind. Karen Christensen, CEO of encyclopedia and reference publisher Berkshire Publishing Group in Great Barrington, Mass., now finds herself competing with blogs and information sites like Wikipedia.com. So she's experimenting with incorporating multimedia -- pictures, video clips, and sound -- into the digital versions of her books.

A KEY LIST. And Christensen, 47, is looking at using Wikis, which are Web sites allowing hundreds of people -- for example, scholars and publishers -- to collaborate on the same text, to compile her printed and digital encyclopedias. "I grew up in the Silicon Valley, my father was in the computer business, and I loathed computers," says Christensen, whose father worked for Honeywell ([HON](#)), then for a Silicon Valley startup, before teaching computing at a community college. "It was a very startling thing to come full circle and make friends with technology."

The technologies that will matter most to CEOs depend on the industry they're in. But here are 10 newer technologies that CIOs and analysts we've interviewed suggest should make the list. Some have serious productivity value, while others are just plain fun, such as Pulver's karaoke system (see them in our slide show, ["Tech for the Chief"](#)).