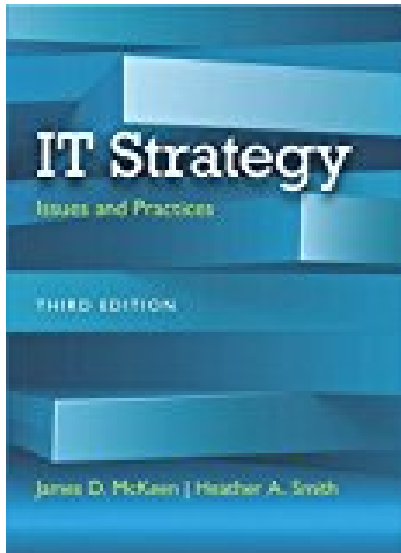


IT Strategy Issues and Practices 3rd Edition



BOOK DETAILS

- Author : James D. McKeen
- Pages : 368 Pages
- Publisher : Pearson
- Language : English
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BOOK SYNOPSIS

For undergraduate or graduate courses in IT Strategy or Management Using IT to deliver business value IT Strategy: Issues and Practices, Third Edition provides a critical issues perspective that shows students how to deliver business value. As with the first two editions, this revision combines the insights of senior IT managers with academic research, bringing IT management to life and demonstrating how IT strategy plays out in contemporary business. This edition has been overhauled in order to reflect the most important issues facing IT managers today. Teaching and Learning Experiences Use a program that presents a better teaching and learning experience—for you and your students. Focus on IT management: Because IT is an important part of successful business strategy; the text focuses management skills so a wider range of business professionals will find it useful. Offer real-world current context: Real-world content found in chapter mini-cases and reading materials makes the material more relevant to students and prepares them for their field.

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