



## Information Technology and Corporate Strategy: A Research Perspective (Classic Reprint)

By John a y Bakopoulos

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Excerpt from Information Technology and Corporate Strategy: A Research Perspective The use of information technology (IT) as a competitive weapon has already become a popular cliche; but there is still a marked lack of understanding of the issues that determine the influence of IT on a particular organization and the processes that will allow a smooth coordination of IT and corporate strategy. This paper surveys the major effects to arrive at a relevant framework and attempts to integrate them in a more comprehensive viewpoint. The focus then turns to the major research issues in understanding the impact of IT on competitive strategy. Relevant theory from corporate strategy is discussed and its application in understanding the use of IT is illustrated. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original,...



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