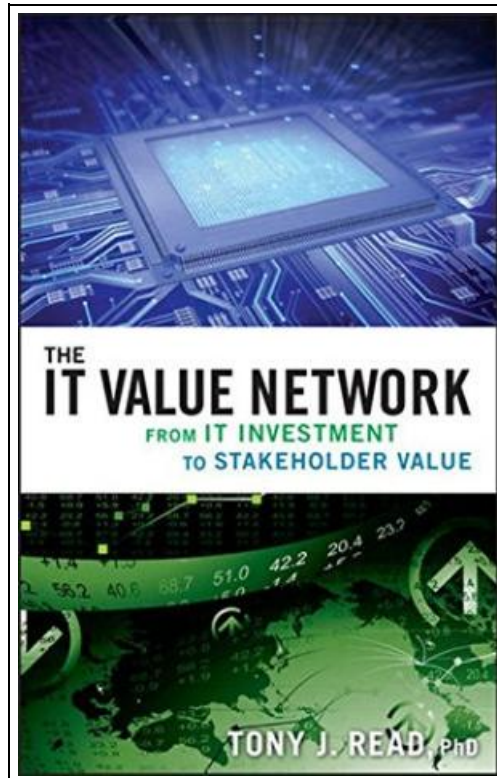# The IT Value Network: From IT Investment to Stakeholder Value

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Reviews

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THE IT VALUE NETWORK: FROM IT INVESTMENT TO STAKEHOLDER VALUE

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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The IT Value Network: From IT Investment to Stakeholder Value, Tony J. Read, Learn to measure and manage the real value of IT investment and spending IT investments are becoming more than just business enablers or assets on the books; they provide capability that can drive the business. Thought leadership should migrate towards information investment, getting a bigger bang for the buck from the 'I' in IT and from the 'I' in CIO. The IT Value Network: From IT Investment to Stakeholder Economic Value incorporates new emerging decision support methods, such as real options, which are considered to complement traditional financial measures. Organizational and informational economic based techniques are also incorporated to manage and assess IT investments, including the balanced scorecard (BSC), and investment and portfolio management; in addition to coverage of IT key performance indicators and competitive benchmarking. Selected as a top 10 best IT-Business book for 2009 by CIO Insight - Praises for The IT Value Network: From IT Investment to Stakeholder Value "This is probably the best 'up-to-date' executive information management resource since Strassmann's works of fifteen years ago. Tony Read provides a comprehensive and insightful assessment of the state of IT investment and the value of various technologies and information management in the modern enterprise. For corporate executives trying to navigate this rapidly changing landscape, this book is highly recommended." -Paul A. Brinkley, Deputy Under Secretary of Defense (U.S.) for Business Transformation Agency "Managing technology investments with a value-based approach just works-it has provided significant stakeholder value at Indigo. This book is a must-read for both IT and business managers who want to improve the return on their IT investments." -Michael Serbinis, President, Shortcovers, CIO & EVP, Indigo Books & Music Inc. "Difficulty proving the...

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