

# 《THE ART OF STRATEGIC》

## 图书基本信息

书名：《THE ART OF STRATEGIC PLANNING FOR INFORMATION TECHNOLOGY, SECOND EDITION(英文原版进口)》

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作者：BOAR

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## 内容概要

A revision of the bestselling book that shows IT departments how to take on new challengesAs technology becomes more mainstream and accessible, companies must develop new ways to use their IT resources in order to compete. In this extensive revision, IT expert Bernard Boar provides a methodology that shows readers how to use IT as a competitive business asset. He tackles the latest challenges facing IT departments over the next several years, including how to devise a complete strategy to make the department more effective and how to choose the best strategy framework for a company. Boar also shows how technologies like e-commerce, data warehousing, architectures, and Java can be used to make a business more competitive.

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## 书籍目录

Foreword Acknowledgments Strategic Planning for Information Technology Managing IT for Competitive Advantage Assessment Strategy Execution Quality Control Administration Epilogue Appendix A: Aphorisms of Strategy Appendix B: Glossary Appendix C: Customer Satisfaction Measurements Index

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