

<<Winning the 3-Legged>>

图书基本信息

书名：<<Winning the 3-Legged Race学会用三条腿跑步>>

13位ISBN编号：9780131877269

10位ISBN编号：0131877267

出版时间：2005-11

出版时间：Pearson P T R

作者：Hoque, Faisal (EDT)

页数：228

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<Winning the 3-Legged>>

内容概要

In a 3-legged race, the perennial picnic game, two players run with the left leg of one tied to the right leg of the other. Those tied limbs become the "third leg." The teammates who coordinate best are sure winners. That's how executives have to think about managing business technology. If they don't, they run the risk that their competitors will. And, as this book shows, companies that manage their business and technology together will likely win the race. Technology levels the playing field: one company's lead is closed as competitors buy the same proficiency. But closing a gap in the management of technology is not as easy. It involves how a company is organized and governed. This book, therefore, explores what may well be the last opportunity for building and sustaining a competitive edge. Winning The 3-Legged Race examines the inter-play of business technology with business strategy, governance, budgeting, organization, risk management, business processes, partnerships, and the marketplace—and offers the theory, real-world examples, and specific advice for executives on running, and winning, the race.

<<Winning the 3-Legged>>

书籍目录

Acknowledgments:Authors and ContributorsPreface:Our Journey So FarIntroduction:The Convergence of Business and TechnologyPART Preparing to Run Getting BTM on the Executive Agenda 1 What Is BTM? 2 Strategic Positions 3 Making the Right Investments 4 Governance:Who's in Charge? 5 Is Your Organization Ready?PART Leading the Pack Realizing Crtical BTM Capabiities 6 Buy, Hold, or Sell? 7 The Age of Process 8 Considering Risk 9 Measuring SuccessConclusion:Peering Into the FutureProfiles:About the Authors and ContributorsIndex

<<Winning the 3-Legged>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>