

# FROM BUSINESS STRATEGY TO INFORMATION TECHNOLOGY ROADMAP

A Practical Guide for Executives and Board Members

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# The Executives Guide To Information Technology

**James Cox**



## **The Executives Guide To Information Technology:**

*The Executive's Guide to Information Technology* John Baschab, Jon Piot, 2007-07-13 Praise for the *The Executive's Guide to Information Technology* This book is important reading It offers practical real world insight and pragmatic no nonsense approaches for people who have a stake in corporate IT Lynda Applegate Henry R Byers Professor of Business Administration Harvard Business School Information systems and processes are very important parts of our due diligence assessment of a company yet the jargon is often more difficult to understand than many foreign languages Baschab and Piot effectively translate IT into words and concepts that businesspeople can easily understand and act upon This book is a helpful reference guide for corporate executives and private equity groups of all types Neal Aronson Managing Partner Roark Capital Group Business success increasingly depends on effective use of IT Effective use of IT depends on the kind of in depth practical insight in this book Baschab and Piot provide a pragmatic approach to information systems investment that should be required reading for senior executives and CIOs alike Erik Brynjolfsson Schussel Professor of Management Director of the Center for Digital Business MIT This book should provide valuable guidance for management and technology consultants The *Executive's Guide to Information Technology* provides field proven insight on all important aspects of IT planning and execution from governance to applications to operations and infrastructure Gary J Fernandes former vice chairman EDS member of the Board of Directors Computer Associates Baschab and Piot do a great job of laying out the fundamental issues and challenges that every IT organization faces More often than not the issues are not technical in nature but are a reflection of how the IT and business teams work together to define execute and implement new business tools The threshold issue is leadership Often it is difficult for business leaders to feel that they have the skills and perspective to provide that leadership on technical projects The *Executive's Guide to Information Technology* provides non technical business leaders a solid framework for engaging with their IT peers Tom Nealon Chief Information Officer J C Penney [Executive's Guide to Information Technology](#) James Cox, 1999-10-11 Plain language clear explanations and a focus on practical business applications A recent A T Kearny study found that information technology is the number one item on the agendas of a majority of CEOs and boards of directors However while senior managers are spending more time keeping abreast of developments in IT many remain uncomfortable making decisions concerning technology issues that they don't entirely grasp *Executive's Guide to Information Technology* presents a comprehensive nontechnical model for understanding the IT environment Focused on the issues that are most important to upper level managers this book supplies the big picture perspective needed to understand IT as a whole while explaining how various components work together to support business functions Without getting bogged down in details it provides clear comprehensible overviews of Networking and platform technologies Software infrastructure Information management systems Enabling technologies Applications Middleware application servers and system management technologies The future belongs to organizations with the knowledge and

confidence to exploit their IT resources wisely and use them aggressively Executive's Guide to Information Technology gives business leaders the tools they need to do both In a business environment increasingly driven by information technology it is essential for top level executives to keep abreast of the latest developments in IT They must understand how information systems can help achieve business goals and be able to use this understanding to make critical business decisions Unfortunately many senior level executives find themselves at the mercy of technicians who have little grasp of business issues focus on details rather than broader functions and speak an arcane and mystifying language There is a clear need for an intermediary to help executives decipher technological language seek and get the answers that are most important from a business perspective and develop better working relationships with IT personnel Executive's Guide to Information Technology provides a Rosetta stone that makes sense of a seemingly chaotic cluster of components a coherent trustworthy frame of reference that lays the foundation for more effective working relationships among business executives and technology managers This book helps executives ask better questions about IT issues and better understand the answers they receive Using integrated models that illustrate how information technologies form an infrastructure that supports practical business uses of information it keeps the discussion focused on matters of direct concern to executives Understanding these models develops a stronger grasp of the evolving role IT plays within organizations and establishes a comfort zone within which managers can develop a keener comprehension of component technologies and the strategic and tactical business decisions that surround them Whether it is read from cover to cover or consulted as a quick reference Executive's Guide to Information Technology is an indispensable tool for CEOs board members COOs CFOs controllers treasurers and other business professionals who need to establish firm control of the governance direction and management of two of their most valuable assets information and the technologies that support it

**The Executive's Guide to Information Technology, Version 1.1** United States. Army Information Systems Engineering Command, 1994

**The Executive's Guide to Information Technology** Frederick Williams, Herbert S. Dordick, 1983-01-01

**An Executive's Guide to Information Technology** Robert T. Plant, 2007 Assessing the most valuable technology for an organization is becoming a growing challenge for business professionals confronted with an expanding array of options This book is an A Z compendium of technological terms written for the non technical executive allowing quick identification of what the term is and why it is significant This is more than a dictionary it is a concise review of the most important aspects of information technology from a business perspective the major advantages disadvantages and business value propositions of each term are discussed as well as sources for further reading and cross referencing with other terms where applicable The essential elements of each concept are covered in a succinct manner so the reader can quickly obtain the required knowledge without wading through exhaustive descriptions With over 200 terms this is a valuable reference for non and semi technical managers executives and graduate students in business and technology management

Executive's Guide to Computer-based Information Systems

James C. Wetherbe, 1983 Good No Highlights No Markup all pages are intact Slight Shelfwear may have the corners slightly dented may have slight color changes slightly damaged spine      **Making I/T Work** Dennis Severance, Jacque Passino, 2002-10-04 A Framework for the Strategic Use of I T to Transform Business Projects Making I T Work offers managers basic guidance and an effective model for making the right choices when considering implementing information based business projects In this book Dennis Severance and Jacque Passino provide business leaders with a framework of organizational change that places the problems of change into a context so that they can be effectively addressed and outlines a proven framework that can be adapted to a variety of situations Making I T Work offers managers A framework for managing I T investment opportunities Fifty helpful questions for leading a program of strategic change Guidance for overcoming the powerful blocks to changes in infrastructure Suggestions for formulating a winning strategy A model for preparing and implementing a project Information on how to assess the success of a program Making I T Work can help managers guide a strategic I T transformation with a plan that is based on a strong sense of objective and a credible assessment of current realities      *Harvard Business School Core Collection, 1998* Baker Library, 1998 This guide lists approximately 3 500 books recent titles of general interest to the business reader that Harvard Business School faculty researchers and students consider central to their work Revised and updated annually it includes the full bibliographic record for each book and features an appendix of publishers addresses as well as indexes by title author core classics and notable books      An Executive's Guide to Information Technology Robert Plant, Stephen Murrell, 2007-05-17 Assessing the most valuable technology for an organization is becoming a growing challenge for business professionals confronted with an expanding array of options This 2007 book is an A Z compendium of technological terms written for the non technical executive allowing quick identification of what the term is and why it is significant This is more than a dictionary it is a concise review of the most important aspects of information technology from a business perspective the major advantages disadvantages and business value propositions of each term are discussed as well as sources for further reading and cross referencing with other terms where applicable The essential elements of each concept are covered in a succinct manner so the reader can quickly obtain the required knowledge without wading through exhaustive descriptions With over 200 terms this is a valuable reference for non and semi technical managers executives and graduate students in business and technology management      The Healthcare Executive's Guide to Allocating Capital Jason H. Sussman, 2007 This guide provides a step by step approach to capital allocation and management that can be used in all healthcare organizations from small community hospitals to large healthcare systems Learn how to overcome many common challenges including accurately calculating capital availability determining the metrics to be used to review projects defining decision making authority and integrating decisions into your organization s strategic and financial planning process Real life examples illustrate how to apply best practice capital management in a variety of settings BOOK JACKET      *From Business Strategy*

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## **Table of Contents The Executives Guide To Information Technology**

1. Understanding the eBook The Executives Guide To Information Technology
  - The Rise of Digital Reading The Executives Guide To Information Technology
  - Advantages of eBooks Over Traditional Books
2. Identifying The Executives Guide To Information Technology
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an The Executives Guide To Information Technology
  - User-Friendly Interface
4. Exploring eBook Recommendations from The Executives Guide To Information Technology
  - Personalized Recommendations
  - The Executives Guide To Information Technology User Reviews and Ratings
  - The Executives Guide To Information Technology and Bestseller Lists

5. Accessing The Executives Guide To Information Technology Free and Paid eBooks
  - The Executives Guide To Information Technology Public Domain eBooks
  - The Executives Guide To Information Technology eBook Subscription Services
  - The Executives Guide To Information Technology Budget-Friendly Options
6. Navigating The Executives Guide To Information Technology eBook Formats
  - ePub, PDF, MOBI, and More
  - The Executives Guide To Information Technology Compatibility with Devices
  - The Executives Guide To Information Technology Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of The Executives Guide To Information Technology
  - Highlighting and Note-Taking The Executives Guide To Information Technology
  - Interactive Elements The Executives Guide To Information Technology
8. Staying Engaged with The Executives Guide To Information Technology
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers The Executives Guide To Information Technology
9. Balancing eBooks and Physical Books The Executives Guide To Information Technology
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection The Executives Guide To Information Technology
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine The Executives Guide To Information Technology
  - Setting Reading Goals The Executives Guide To Information Technology
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of The Executives Guide To Information Technology
  - Fact-Checking eBook Content of The Executives Guide To Information Technology
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning



- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

#### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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