

# FROM BUSINESS STRATEGY TO INFORMATION TECHNOLOGY ROADMAP

A Practical Guide for Executives and Board Members

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A PRODUCITIVITY PRESS BOOK

# 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](#)

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highlighted the fact that organisations of all kinds from healthcare to aerospace are critically dependent on Information Technology systems The prevention of catastrophic IT failure is now an essential part of management In this thought provoking guide for executives and managers Richard Ennals argues that the critical factor is not technology but people and communication

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