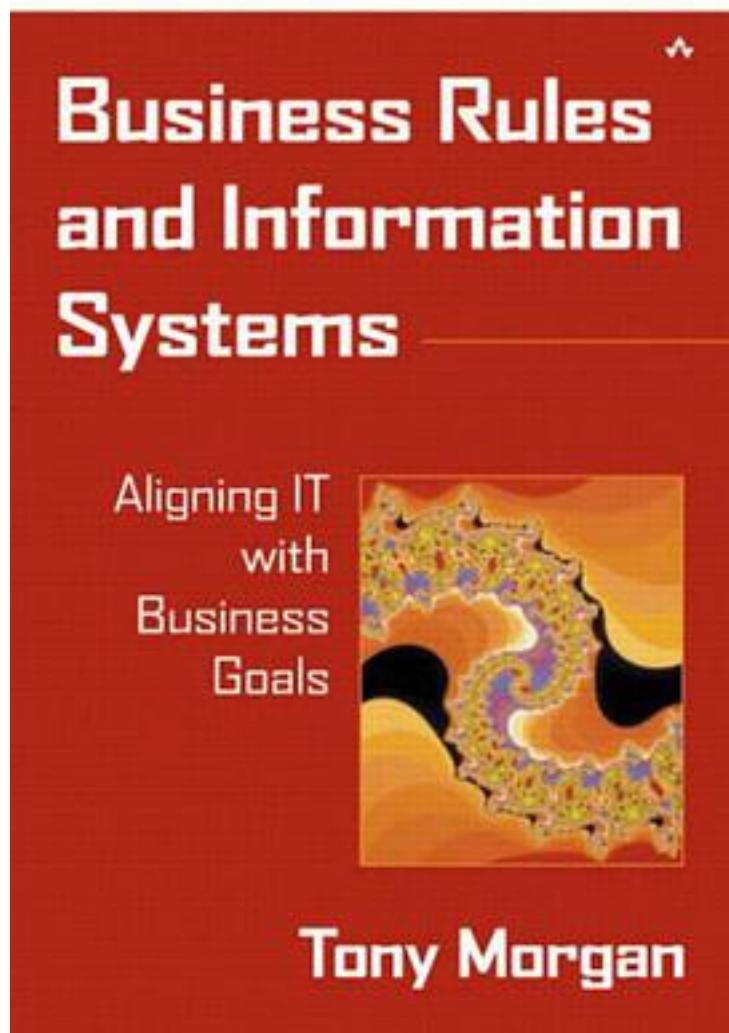


Business Rules and Information Systems



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The #1 reason software development projects fail has nothing to do with coding: Simply put, programmers are programming the wrong things, and no amount of cleverness in coding can compensate. The solution is a more intelligent approach to defining the requirements of information systems: one that draws upon the concept of "business rules," to plan software which is thoroughly aligned with business goals. Leading consultant Tony Morgan begins by outlining an "alternative future," in which the development of new IT systems is driven by structured descriptions of a business and its key goals. He thoroughly explains the ideas behind business rules, helping IT professionals establish a systematic framework for identifying them, and for validating the business logic underlying them -- thereby dramatically reducing cost and risk. Next, he presents realistic mechanisms for translating business rules into software, covering technical architectures, tools, techniques for managing rules and models on an ongoing basis, and much more. For all IT executives, managers, developers, analysts, and project team members, and for anyone with a stake in designing, implementing, and running efficient IT systems.

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