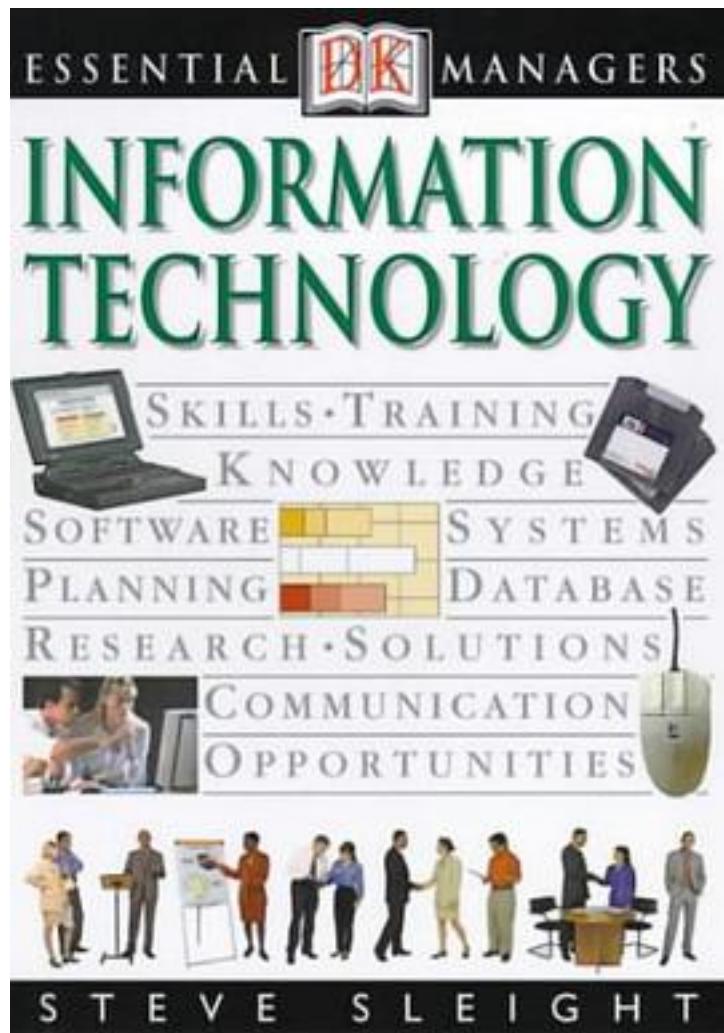


Information Technology



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The focus of this book is to educate the reader on the strategic principles fundamental

to using information technology to gain market control. It provides case examples of how to use IT to enhance existing core competencies and strategies. The book is designed to help managers struggling with how to advantageously harness the new information revolution. It can also support executive and business education programs on managing technology when few such studies exist. While internet and information technologies are currently hot topics, many firms and executives are without the tools and know-how of how to actually use them to improve results. This book describes how major non-information technology companies are doing this and how the strategic principles are employed.

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