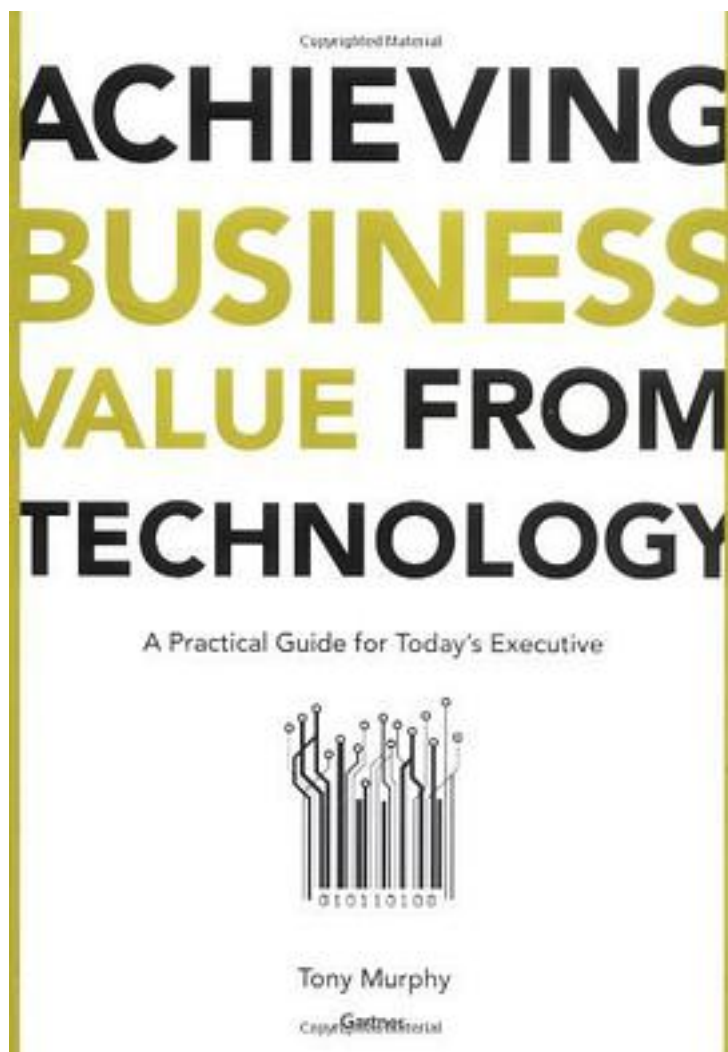# Achieving Business Value from Technology

[Achieving Business Value from Technology_下载链接1_](#)

著者:Murphy, Tony

出版者:John Wiley & Sons Inc

出版时间:2002-10

装帧:HRD

isbn:9780471232308

PRAISE FOR ACHIEVING BUSINESS VALUE FROM TECHNOLOGY "Clearly, IT investments have never before played such a critical part in business growth. The book addresses the weakness existing in most management systems involving the lack of a systematic process to realize the economic benefits of the IT investment and provides a clear A-Z methodology for business to bridge this gap. This book is clearly written for all levels and backgrounds in business management and is a must-do for those whose business involves IT, is considering IT, or would like to significantly tailor IT investments for their economic advantage." -Professor Richard P. Wool, University of Delaware, President and CEO, Cara Plastics Inc. "Tony Murphy addresses the difficult question of the value of IT investments head on. He translates an elegant theory into effective practice. The case studies in the book effectively reinforce his key messages." -Dr. Dermot Moynihan, Senior Vice President, World Wide Chemical Development, GlaxoSmithKline "This book is the answer to most CIOs' need for a well-structured, pragmatic, and easily implemented set of tools and practices designed to answer the universal problem of managing and measuring IT's contribution to the business. Tony Murphy's unique blend of practical experience, industry best practice, and excellent communication skills provides the reader with a valuable-and highly readable-guide on how best to achieve that elusive objective of reliably realizing the business benefits of IT investments." -Michael Rice, oup Director of IT, Kerry Group plc "At Oxfam we are one year into a three-year IT strategy based on the principles Tony Murphy lays out in this book, and there is a real, positive difference in how IT is perceived, and in its real strategic position within the organization. If you have ever wondered just how you can gain strategic alignment for your IT function, and then how to make the practical link to IT investment for the organization, Tony has provided a framework that joins them both." -Simon Jennings, Head of Information Systems, Oxfam GB

作者介绍:

目录:

[Achieving Business Value from Technology_下载链接1_](#)

[Achieving Business Value from Technology_下载链接1_](#)

书评

[Achieving Business Value from Technology_下载链接1_](#)