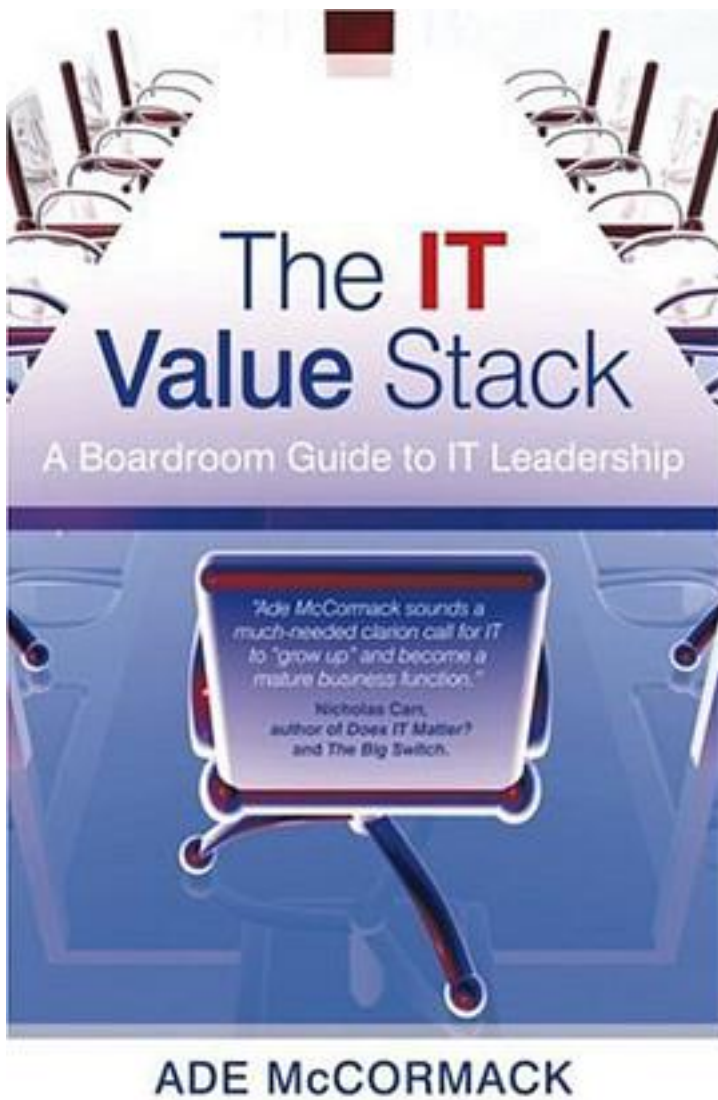


The IT Value Stack



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"Ade McCormack sounds a much-needed clarion call for IT to "grow up" and become a mature business function" -Nicholas Carr, Author of Does IT Matter and The Big Switch
"The wit, imagination and insight that Ade brings to his regular Boardroom Debate column in the Financial Times Digital Business section shine through his new book. Ade looks at where the power, blame, influence and value in IT all sit as business technology matures and the game shifts towards maximising its value." -Peter Whitehead, FT Digital Business editor
"This excellent book is a must read for anyone in business. As in his first book Ade McCormack demystifies IT and makes it clear, relevant and interesting for business." -Dr Gerard-Lyons, Chief Economist at Standard Chartered
"Ade McCormack hits at the key issues, the Business/IT relationship can no longer be one of master/slave, but must evolve into one of value based partnership for business advantage. An essential read for those organisations who believe there has to be a third way between traditional business and IT approaches." -Eddie Short, Vice President, Global Lead - Business Information Management, Capgemini, London
Successful IT value realisation is a cloudy subject. This in part contributes to the overall dissatisfaction many organisations have with IT. This book tackles the subject of IT value realisation head on. Most importantly it provides a model to help CIOs and business leaders maximize the return on their IT investment. This book is based on the author's IT Value Stack methodology, which helps business leaders take control of their IT investment. Boardroom-bound CIOs will also find this book of value. As will those that advise on strategic business-IT matters. The model is corroborated with input from influential people working within the world's most successful end-user, business advisory and technology organisations. The book covers: * The IT Value Stack Model * Business-IT strategy entwinement * Process-IT entwinement * User-technologist entwinement * Technology management * IT service management * Circulation management * Value management. * Valuable input from influential contributors from the end-user, technology and advisory communities.

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