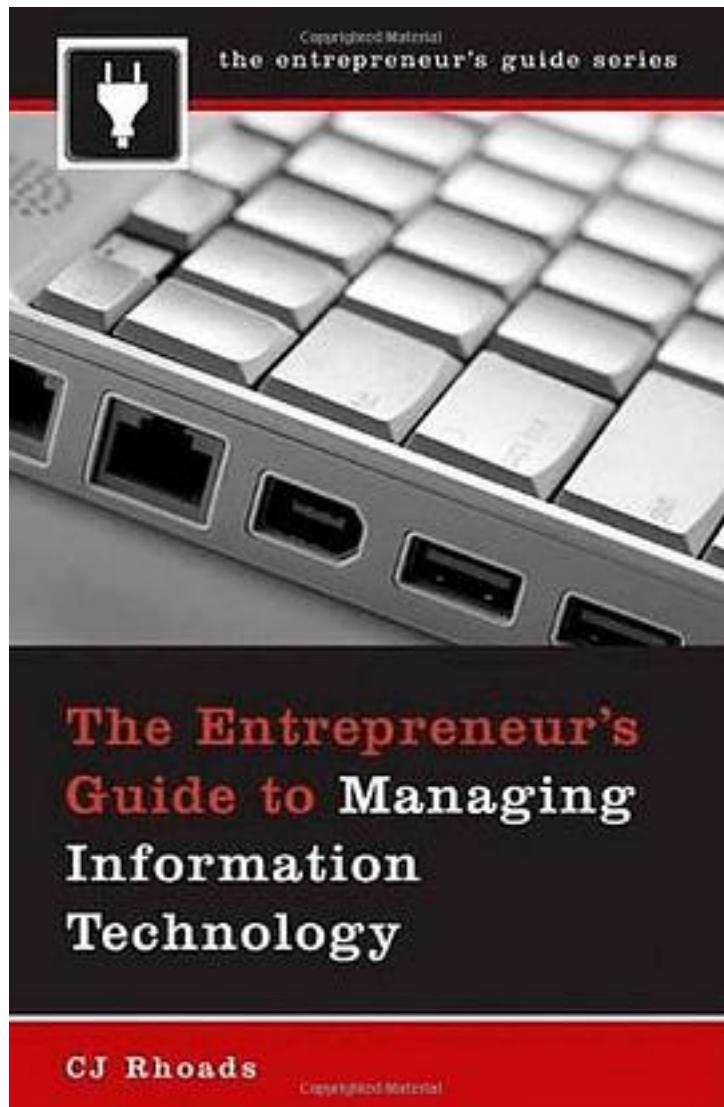


# The Entrepreneur's Guide to Managing Information Technology



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Designed for those who want to take charge of their lives by starting a business, "The Entrepreneur's Guide" series provides practical, accessible, and authoritative advice on all the major issues in establishing and growing a new venture - from writing a business plan, to hiring the best people, to managing cash flow. Each book, written by an expert in the field, includes wisdom, tales from the trenches, worksheets, templates, sample documents, and resource lists. In short, the series helps entrepreneurs leverage their time and money, giving them confidence and making the road to success smoother and more certain. Software. Hardware. Networks. Wireless. Entrepreneurs face a bewildering array of choices and decisions when it comes to incorporating technology into the fabric of their businesses. Yet nothing could be more important these days. Aligning information technology (IT) with business strategy is essential to meet and beat the competition. As business strategy and technology expert CJ Rhoads shows, managing information technology effectively is an essential skill that all entrepreneurs must develop, just as they develop skills in sales or finance. However, due to the immaturity of the IT industry, making good decisions about information technology is very difficult. Reliable and unbiased information is hard to find, and technical people are often unable to convey information in a way that makes sense to entrepreneurs. The "Entrepreneur's Guide to Managing Information Technology" comes to the rescue! Reading this book could mean the difference between having reliable, effective systems that help your business flourish - or stumbling into hidden sink holes that drain employee motivation and hack away at profits. In addition to helping you level the playing field with technology salespeople hawking everything from handheld devices to complex networks, Rhoads answers the following questions: How do I get the promised benefits of information technology? How do I avoid the risks? How do I plan for the information technology that I will need as the business grows? How do I choose wisely from the plethora of platforms, products, and services that are available? How do I avoid wasting money on technology that won't work for me? How do I implement and coordinate technology so that it runs smoothly? And how do I manage the people, processes, and systems for the best value? Understanding the answers to these questions and putting them to work could mean the difference between success and failure in any entrepreneurial venture.

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