

Harvard Business Review on Aligning Technology with Strategy



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Most companies waste billions of dollars on technology. Don't be one of them.

If you need the best practices and ideas for unleashing technology's strategic potential--but don't have time to find them--this book is for you. Here are eight inspiring and useful perspectives, all in one place. This collection of HBR articles will help you:

- Clarify corporate strategy with your IT department
- Fund only IT projects that support your strategy
- Transform IT investments into profits
- Build one technology platform for your entire organization
- Adopt new technologies only when their best practices are established
- Use analytics to make smart decisions at all levels of your company
- Integrate social media into your business

作者介绍:

目录:

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标签

管理

英文原版

HBR

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评论

大部分关于战略，唯一需要再读的是Bold retreat: A new strategy for old technologies

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书评

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