From Business Strategy to IT Action: Right Decisions for a Better Bottom Line

Robert J. Benson, Tom Bugnitz

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From Business Strategy to IT Action gives companies of all sizes the tools to effectively link IT to business strategy and produce effective, actionable strategies for bottom-line results. The authors present CEOs, CFOs, CIOs, and IT managers with a powerful and accessible resource packed with such useful material as:
* The Strategy-to-Bottom-Line Value Chain, which integrates the management practices relating to planning, prioritization, alignment, and assessing a company's entire IT budget
* Methods for using IT Impact Management to establish IT culture and performance models for the business/IT connection
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