From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members

By Pham, Tiffany; Pham, David K.; Pham, Andrew

Productivity Press, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: From all that I have observed throughout the years, whether as President and CEO of companies or as an industry observer, I know you can only ignore the suggestions of Pham''s book . at your own peril. And it''s a heck of a lot less money than getting this same advice from an expensive team of traditional consultants; it''s faster and easy to implement the ideas in this book; and it will help your company to work more collaboratively and become more innovative. --Mitchell Fox, CEO, WGA Global Marketing, Former Group President, Cond Nast Publications As Co-Chairman of the Board of No Limits Media . and as a former Editor of the Harvard Business Review, I had the great pleasure of reading Tiffany Pham''s book From Business Strategy to Information Technology Roadmap. The book makes a powerful case for the importance of any organization, profit-driven or nonprofit, to deeply connect its strategic thinking with its IT architecture and structure. Pham and her co-authors eloquently lay out their argument in a clear, step-by- step approach that guides the reader through the basics. --Larry Rothstein,...

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Extremely helpful for all class of folks. It is really simplified but excitement from the 50 percent of your ebook. You wont sense monotony at at any moment of your time (that's what catalogs are for about if you check with me).
-- Prof. Zachary Pollich V

These kinds of book is every thing and helped me hunting forward plus more. It is probably the most remarkable book we have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.
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