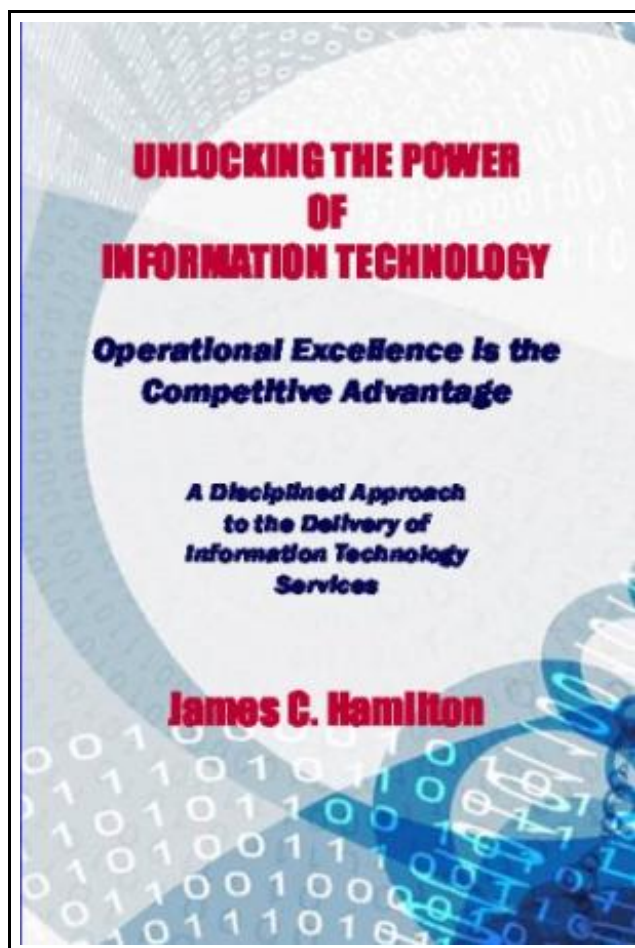


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UNLOCKING THE POWER OF INFORMATION TECHNOLOGY: OPERATIONAL EXCELLENCE IS THE COMPETITIVE ADVANTAGE (PAPERBACK)



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Createspace, United States, 2009. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Unlocking the Power of Information Technology describes a disciplined strategy to dramatically transform the performance of a corporation through Operational Excellence in the provision of IT services. This text is based on the author s many years of experience as a senior IT leader at ExxonMobil and describes how this highly successful multinational corporation organizes and manages IT services to achieve pacesetter results, with a cost structure much lower than key competitors. Only a few corporations operate at this level today, but those that are able to master this discipline enjoy a significant and lasting competitive advantage. The book explains how IT services should be aligned with business goals, what critical capabilities need to be established and how to organize and manage IT services. Seven key focus areas are described and any organization that implements IT services along these lines will transform IT into an efficient, secure, value-added service. This has proved to be a winning strategy throughout the highs and lows of business cycles and is an even more important discipline for companies weathering the storms of a recession. It is a powerful message that resonates with business leaders, IT managers and business school academia.

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