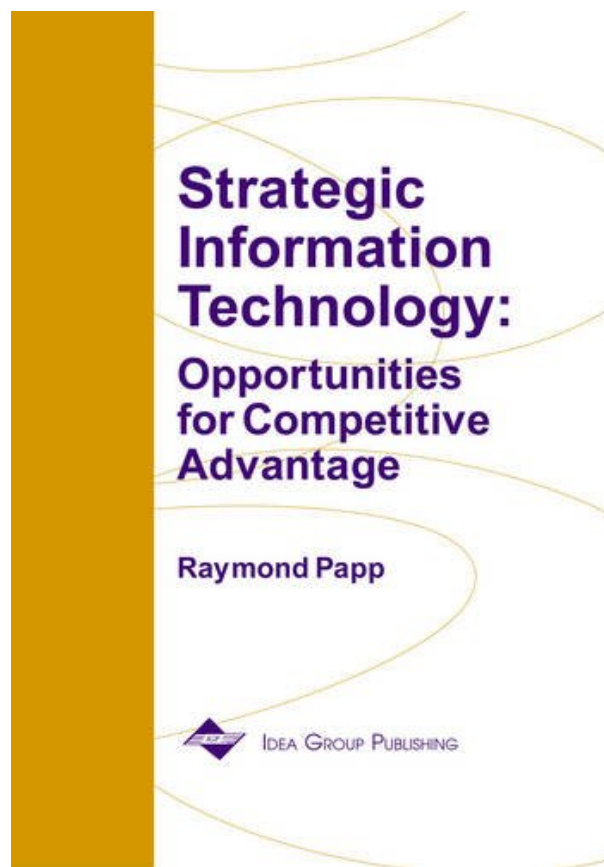


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"...academics in management information systems, business information technology, and computer science investigate issues..." -- Book News, Inc., 4-1-01

About the Author

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The primary objective of this book is to explore the myriad of issues regarding the application of business strategy and IT strategy, specifically focusing on ways to achieve, implement, and measure strategic alignment and what can be done to facilitate its use in the firm. The chapters presented herein address strategic alignment of IT and what can be done to facilitate its implementation in the firm and are based on research from both academia and industry to provide managers and students alike with an understanding and appreciation for the development of business and information technology strategies using the alignment model.

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Impressive and answers key questions

By Mike Tarrani

Much of my professional reading is devoted to anthologies, such as this book, which are a collection of

papers or essays about a narrow theme. This book is one of those rare collections that come across as though written by a single author, and the range of topics and how they are connected results in one of the best books I've read on business/IT alignment and strategic planning.

The recurring theme is using IT to achieve competitive advantage, and the topics go into every important facet of IT and how it can be leveraged to achieve that goal. More importantly, many of the papers provide answers to questions with which many organizations are currently grappling. For example, "Strategic Alignment for Electronic Commerce", "Communicating Strategic IT Vision to Organization Members: A Conceptual Framework" and "Outsourcing Decisions: Using Porter's Model" are, in my opinion, address some thorny issues and provide clear advice and guidelines. I also liked "Competitive Force/Marketing Mix (CF/MM) Framework", which is business focused, and "The Importance of the IT-End User Relationship Paradigm in Obtaining Alignment Between IT and the Business", which gives answers to a perennial question.

If you are seeking a source of ideas to help answer the basic question, How Can IT Best Support the Business?, this book will prove to be a treasure trove of ideas and advice.

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