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IT Strategy: Global Edition, 2nd Edition. James D McKeen. Heather Smith. ©2012 | Pearson |

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This edition has been overhauled in order to reflect the most important issues facing IT managers today. Features. Features. For undergraduate or graduate courses in IT Strategy or Management. Using IT to deliver business value. IT Strategy: Issues and Practices provides a critical issues perspective that shows students how to use and manage IT to deliver business value.

IT-Strategy, 2nd Edition - Pearson

Acknowledged authors McKeen, James D., Smith, Heather wrote IT Strategy (2nd Edition) comprising 336 pages back in 2011. Textbook and eTextbook are published under ISBN 0132145669 and 9780132145664. Since then IT Strategy (2nd Edition) textbook was available to sell back to BooksRun online for the top buyback price or rent at the marketplace.

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Their most recent book -- IT Strategy: Issues and Practices (2nd edition)-was the best-selling business book in Canada ("Globe and Mail," April 2012). Heather A. Smith has been named the most-published researcher on IT management issues in two successive studies (2006, 2009).

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There is no clear link to business strategy; this project was very unclear about its value and its objectives. There doesn't appear to have been a prioritization process or any oversight (governance) over the project's general development. 4. There were no apparent stage gates where the benefits and the costs could be reassessed. 5.

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