1. Record Nr. UNINA9910139876603321 Autore **Hughes Bob** Titolo Exploiting IT for business benefit / / Bob Hughes Pubbl/distr/stampa Swindon:,: British Computer Society,, [2008] **ISBN** 1-78017-013-0 1-906124-36-1 Descrizione fisica 1 online resource (213 pages) 658.4038 Disciplina Soggetti Information technology - Management Business enterprises - Computer networks - Management Management information systems Inglese Lingua di pubblicazione **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references (p. 183-188) and index. Nota di contenuto Copyright; Contents; List of figures and tables; Author; Abbreviations; Preface: 1 The Internet, the Web and Business Opportunity: 2 Using the Internet to Generate Competitive Advantage; 3 The Value Chain and the Internet; 4 The Business and Technological Environment; 5 Customer Relationship Management; 6 Enterprise Resource Planning Systems; 7 From Ebusiness Strategy to Implementation; Activity Pointers; References: Index: Back Cover Sommario/riassunto IT is the driving force behind business, but often the technological agenda is set without reference to the commercial goals of the company. Bob Hughes' introduction to delivering success through information technology gives IT and business managers and students

those goals.

the insight needed to make effective use of technology in the pursuit of