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Nota di bibliografia	Includes bibliographical references (pages [174]-175) and index.
Sommario/riassunto	Understanding IT: A Manager's Guide introduces managers to IT terms and concepts, explains why (for which business reasons) they need to know about them and enables them to converse effectively with their IT/IS managers. This text can be used in courses that are at MBA and post-experience level although it can also act as supplementary reading for an intro BIT/BIS module. It also has significant relevance in other channels eg. retail and CPG.&nbsp;