

1. Record Nr.	UNINA9910455211803321
Autore	Cortada James W
Titolo	Into the networked age [[electronic resource]] : how IBM and other firms are getting there now // James W. Cortada, Thomas S. Hargraves, with Edward Wakin and an IBM team of consultants
Pubbl/distr/stampa	New York, : Oxford University Press, 1999
ISBN	1-280-53017-0 0-19-535239-4 1-4294-0466-3
Descrizione fisica	1 online resource (256 p.)
Altri autori (Persone)	HargravesThomas S WakinEdward
Disciplina	338.7610040973
Soggetti	Business networks International business enterprises - Management Strategic alliances (Business) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 215-223) and index.
Nota di contenuto	Contents; Foreword; Preface; About the Authors: The IBM Team; Chapter 1. The Challenge of Change, the Response of Transformation; Chapter 2. How the Rules of the Game Are Changing; Chapter 3. Making Customers into Partners; Chapter 4. Managing Knowledge: Issues and Implications; Chapter 5. How to Manage Knowledge; Chapter 6. The Leveraging of Knowledge; Chapter 7. The ""X"" Factor in Transformation; Chapter 8. Process Management in Action; Chapter 9. Working Partners: Strategy and Technology; Chapter 10. Technologies for Today and Tomorrow; Chapter 11. Leading the Way; Notes; Index; A; B; C DE; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; X; Z
Sommario/riassunto	IBM has gone from a company with 60 billion in unprofitable revenue to a profitable 85 billion enterprise. IBM Global Services draws most of its revenue from helping businesses to do successfully what IBM has done: transform themselves. This book describes the practices that allowed IBM to transform itself, and to show the way for other firms.

