1. Record Nr. UNINA9910679882403321 Autore Irwin David Titolo Exploiting I.T. in business: putting technology to work to grow your profits / / David Irwin Pubbl/distr/stampa London:,: Hawksmere,, [1999] ©1999 **ISBN** 1-85418-523-3 Descrizione fisica 1 online resource (202 p.) Disciplina 658.05 Soggetti Business - Data processing Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di contenuto Contents; Introduction - the rapid growth of computer technology; 1. Reviewing your information technology needs; 2. Computer hardware; 3. Software for general business applications; 4. Computer networks; 5. Computer based and electronic information systems; 6. Mobile computing; 7. Databases; 8. Spreadsheets; 9. Desk top publishing; 10. Computerised business accounts: 11. Finding information on the Internet; 12. Business websites; 13. Promoting your business on the World Wide Web; 14. Internet commerce; 15. Intranets; 16. Glossary of computer terminology; 17. Useful websites 18. Useful software 19. Further reading; 20. Useful addresses; 21. Index IT is advancing at a phenomenal rate, and this text provides expert Sommario/riassunto advice for the non-specialist on effectively managing and exploiting IT resources. Areas coverd include reviewing IT needs, effective use of software, using the Internet for promotion, and setting up an intranet.