

1. Record Nr.	UNINA9910784553703321
Autore	Luftman Jerry N
Titolo	Competing in the Information Age [[electronic resource]] : Strategic Alignment in Practice
Pubbl/distr/stampa	New York, : Oxford University Press, 1996
ISBN	1-280-44163-1 9786610441631 0-19-535816-3 1-60129-988-5
Descrizione fisica	1 online resource (433 p.)
Disciplina	004/.068/4 658.4012 658.4038
Soggetti	Competition Information technology Organizational change Organizational Innovation Strategic planning Organizational change - Management Management Styles & Communication Management Business & Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; CONTRIBUTORS; 1. Introduction; The Strategic Alignment Model; 2. Aligning Business and IT Strategies; 3. Applying the Strategic Alignment Model; Business Strategy; 4. Aligning IT with New Competitive Strategies; 5. Building Global Competence; IT Strategy; 6. Do You Need an IT Strategy?; 7. Managing by Wire: Using IT to Transform a Business from ""Make-and-Sell"" to ""Sense-and-Respond""; 8. Electronic Commerce and the Extended Enterprise; 9. Benchmarking IT Strategic Alignment; Organizational Infrastructure and Processes; 10. Business Culture: The Key to Regaining Competitive

Edge

11. Managing the Business Transformation ProcessIT Infrastructure and Processes; 12. IT Value and the Role of IT Infrastructure Investments; Appendices; A. Strategic Alignment Research and Practice: A Review and Research Agenda; B. Glossary of Strategic Alignment Terminology; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; R; S; T; U; V; W; X

Sommario/riassunto

Synthesizes a body of research and theories relating to the way firms can undergo transformation in order to remain competitive in a changing business environment. This book includes the coordination and alignment of a firm's business strategy.