

1. Record Nr.	UNINA9910818231103321
Autore	Keen Jack M
Titolo	Making technology investments profitable : ROI road map from business case to value realization / / Jack M. Keen
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2011
ISBN	9786613072481 9781118028605 1118028600 9781119198758 1119198755 9781283072489 1283072483 9781118028582 1118028589
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (322 p.)
Classificazione	BUS061000
Disciplina	004.068
Soggetti	Information technology - Management Information technology - Economic aspects
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 and index.
Nota di contenuto	pt. 1. Understanding value leaks : major threats to program success -- pt. 2. Flushing out value leaks : a guided journey -- pt. 3. Plugging value leaks : success begins here -- pt. 4. Getting the business case right.
Sommario/riassunto	"A guide to getting the crucial business case right-every time Showing professionals how to calculate the value of typical budgeting and funding requests quickly and easily, Making Technology Investments Profitable, Second Edition applies the "Value Realization" process, using proven strategies that maximize the business payoff from IT projects. Filled with case studies, this innovative book enables managers to confidently quantify, in a matter of minutes, the true business value of funding a desired project. New edition explains how to proactively manage the conversion of a business case's value promise to its value

realization Includes dozens of new case studies on realizing maximum value from IT enabled investments from various industries and around the world Most of the popular checklists and tables from the current edition will be retained and numerous new ones will be added A dedicated Web site containing additional material, case studies, chat rooms, and blogs on the value-realization process Providing new insights on how to get the crucial business case right, while also explaining how to proactively manage the conversion of the business case's value promise into the value reality of a completed project, the Second Edition of Making Technology Investments Profitable unveils an unexpectedly straightforward solution to this disconcerting situation-a very pragmatic process of value realization involving role, responsibility, and mindset changes for senior executives, as well as project managers and technical staff."--
