

1. Record Nr.	UNINA9910830602903321
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Titolo	The business-oriented CIO [[electronic resource] ] : a guide to market-driven management // George Tillman
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2008
ISBN	0-470-42851-1 1-282-11264-3 9786612112645 0-470-37773-9
Descrizione fisica	1 online resource (275 p.)
Disciplina	658.4 658.4/038 658.4038
Soggetti	Chief information officers Information technology - Management Business planning Information technology - Economic aspects Consumer satisfaction - 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	THE BUSINESS-ORIENTED CIO: A Guide to Market-Driven Management; Contents; Preface; Acknowledgments; Part I: THE FUNDAMENTALS; Chapter 1: In Search of Overhead Heroes; THE PROBLEM; THE IT SOLUTION; WHAT THE FOR-PROFITS CAN TEACH IT; SOME ADDITIONAL THOUGHTS; NOTES; Chapter 2: IT Governance; THE PROBLEM; THE IT SOLUTION; WHAT THE FOR-PROFITS CAN TEACH IT; SOME ADDITIONAL THOUGHTS; REFERENCES; NOTES; Chapter 3: IT Strategy and Planning; THE PROBLEM; THE IT SOLUTION; WHAT THE FOR-PROFITS CAN TEACH IT; SOME ADDITIONAL THOUGHTS; REFERENCES; NOTE; Chapter 4: Portfolio Management; THE PROBLEM THE IT SOLUTIONWHAT THE FOR-PROFITS CAN TEACH IT; SOME ADDITIONAL THOUGHTS; REFERENCES; NOTES; Part II: LEARNING FROM THE BEST; Chapter 5: Customer Management; THE PROBLEM; THE IT SOLUTION; WHAT THE FOR-PROFITS CAN TEACH IT; SOME ADDITIONAL

THOUGHTS; REFERENCES; NOTES; Chapter 6: Market Intelligence; THE PROBLEM; THE IT SOLUTION; WHAT THE FOR-PROFITS CAN TEACH IT; SOME ADDITIONAL THOUGHTS; REFERENCES; Chapter 7: Service-Offering Management; THE PROBLEM; THE IT SOLUTION; WHAT THE FOR-PROFITS CAN TEACH IT; SOME ADDITIONAL THOUGHTS; REFERENCES; NOTES; Chapter 8: Performance Management THE PROBLEM THE IT SOLUTION; WHAT THE FOR-PROFITS CAN TEACH IT; SOME ADDITIONAL THOUGHTS; REFERENCES; NOTES; Part III: PUSHING THE ENVELOPE; Chapter 9: Organizational Competencies; THE PROBLEM; THE IT SOLUTION; WHAT THE FOR-PROFITS CAN TEACH IT; SOME ADDITIONAL THOUGHTS; REFERENCES; NOTES; Chapter 10: In Search of Customer Service; DO WHAT I SAY, NOT WHAT I DO; A NEW LOOK AT SERVICE; SERVICE ECONOMY VERSUS SERVICE MENTALITY; DO YOU WANT COURTESY WITH THAT?; REFERENCES; NOTES; Chapter 11: Local Heroes; ACHIEVING MARKET-DRIVEN MANAGEMENT; FIRST STEPS FIRST; A FINAL THOUGHT; REFERENCES; NOTES  
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Sommario/riassunto

The Business-Oriented CIO: A Guide to Market-Driven Management introduces the Market Driven Management approach, which applies and adapts some of the best for-profit business thinking for use by CIOs and IT managers. IT departments are integral parts of businesses; if the electronic components like e-commerce sites fail, the business will come to a screeching halt. Run your IT department like a business rather than a reactive entity that only functions to fix problems, and transform your image from that of service center to a true business partner.

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