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Nota di contenuto	The IT Value Network: From IT Investment to Stakeholder Value; Contents; Foreword; Preface; Part III: Six Degrees of IT Value-There IT Is; Part IV: IT Value Network Clients-Did IT, Got IT; Part V: Emerging Reality-Do IT, Value IT; Acknowledgments; Part I: Status Quo-Where's the Value?; Chapter 1: IT Investment; Chapter 2: Conventional IT Valuation; Chapter 3: Banking Value; Part II: Triangulating the Value-Somewhere Here; Chapter 4: IT Value Network Measurement; Chapter 5: IT Value Network Measures; Chapter 6: IT Value Network Measures; Chapter 7: Triangulating IT Investment Value Part III: Six Degrees of IT Value-There IT IsChapter 8: IT Value Network Management; Chapter 9: First Degree of IT Value; Chapter 10: Second Degree of IT Value; Chapter 11: Third Degree of IT Value; Chapter 12: Fourth Degree of IT Value; Chapter 13: Fifth Degree of IT Value; Chapter 14: Sixth Degree of IT Value; Part IV: IT Value Network Clients-Did IT, Got IT; Chapter 15: NA Bank; Chapter 16: Nortel Networks; Chapter 17: Indigo Books & Music; Chapter 18: NA Credit Union; Part V: Emerging Reality-Do IT, Value IT; Chapter 19: Forward Thinking;

Sommario/riassunto

Learn to measure and manage the real value of IT investment and spending IT investments are becoming more than just business enablers or assets on the books; they provide capability that can drive the business. Thought leadership should migrate towards information investment, getting a bigger bang for the buck from the 'I' in IT and from the 'I' in CIO. The IT Value Network: From IT Investment to Stakeholder Economic Value incorporates new emerging decision support methods, such as real options, which are considered to complement traditional financial measures. Organizational and in
