

1. Record Nr.	UNINA9910877987703321
Autore	Read Tony J. <1958->
Titolo	The IT value network : from IT investment to stakeholder value // Tony J. Read
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2009
ISBN	0-470-54187-3 1-119-19798-8 1-282-30214-0 9786612302145 0-470-54185-7
Descrizione fisica	1 online resource (339 p.)
Disciplina	004.068/1
Soggetti	Information technology - Cost effectiveness - Evaluation Capital investments - Evaluation
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 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; Chapter 20: Connecting the Dots; Glossary; Notes

About the AuthorIndex

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
