

1. Record Nr.	UNISA996213076803316
Autore	Irwin David
Titolo	Exploiting I.T. in business : putting technology to work to grow your profits / / David Irwin
Pubbl/distr/stampa	London : , : Hawksmere, , [1999] ©1999
ISBN	1-85418-523-3
Descrizione fisica	1 online resource (202 p.)
Disciplina	658.05
Soggetti	Business - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Introduction - the rapid growth of computer technology; 1. Reviewing your information technology needs; 2. Computer hardware; 3. Software for general business applications; 4. Computer networks; 5. Computer based and electronic information systems; 6. Mobile computing; 7. Databases; 8. Spreadsheets; 9. Desk top publishing; 10. Computerised business accounts; 11. Finding information on the Internet; 12. Business websites; 13. Promoting your business on the World Wide Web; 14. Internet commerce; 15. Intranets; 16. Glossary of computer terminology; 17. Useful websites 18. Useful software19. Further reading; 20. Useful addresses; 21. Index
Sommario/riassunto	IT is advancing at a phenomenal rate, and this text provides expert advice for the non-specialist on effectively managing and exploiting IT resources. Areas covered include reviewing IT needs, effective use of software, using the Internet for promotion, and setting up an intranet.