

SECOND EDITION

IT STRATEGY

JAMES D. MCKEEN • HEATHER SMITH

For undergraduate or graduate courses in IT Strategy or Management.

Using IT to deliver business value.

IT Strategy: Issues and Practices provides a critical issues perspective that shows students how to use and manage IT to deliver business value.

This edition has been overhauled in order to reflect the most important issues facing IT managers today.

FEATURES

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Mini-Cases. Based on real companies, this text includes twelve mini-cases—four of which are new to this edition—to help students understand how IT management techniques are used in business today. These mini-cases are not abbreviated versions of standard, full-length business cases as they differ in two significant ways:

- **A Horizontal Perspective**—These mini-cases take a slice through a number of coexistent issues. Rather than looking for a solution to a specific problem, students must first identify and prioritize the issues, mimicking how real organizations would approach the same challenge.
- **Highly Relevant Information**—Unlike standard cases, which intermix irrelevant information, every sentence of these cases has a purpose and reflects relevant information. As a result, students must analyze each case very carefully so as not to miss critical aspects of the situation.

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It Strategy 2nd Edition:

It Strategy 2nd Edition: Bestsellers in 2023 The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous compelling novels captivating the hearts of readers worldwide. Lets delve into the realm of popular books, exploring the captivating narratives that have enthralled audiences this year. The Must-Read : Colleen Hoovers "It Ends with Us" This touching tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover skillfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Uncover the Best : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This mesmerizing coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and thrilling novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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