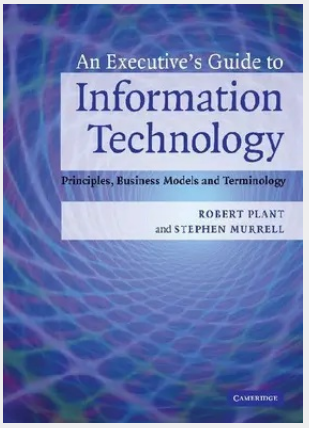
Plant / Murrell

An Executive's Guide to Information Technology

Principles, Business Models, and Terminology



Assessing the most valuable technology for an organization is becoming a growing challenge for business professionals confronted with an expanding array of options. This book is an A-Z compendium of technological terms written for the non-technical executive, allowing quick identification of what the term is and why it is significant. This is more than a dictionary - it is a concise review of the most important aspects of information technology from a business perspective: the major advantages, disadvantages and business value propositions of each term are discussed, as well as sources for further reading, and cross-referencing with other terms where applicable. The essential elements of each concept are covered in a succinct manner so the reader can quickly obtain the required knowledge without wading through exhaustive descriptions. With over 200 terms, this is a valuable reference for non- and semi-technical managers, executives and graduate students in business and technology management.

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