



From Business Strategy to IT Action: Right Decisions for a Better Bottom Line

Robert J. Benson, Tom Bugnitz

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From Business Strategy to IT Action gives companies of all sizes the tools to effectively link IT to business strategy and produce effective, actionable strategies for bottom-line results. The authors present CEOs, CFOs, CIOs, and IT managers with a powerful and accessible resource packed with such useful material as:

- * The Strategy-to-Bottom-Line Value Chain, which integrates the management practices relating to planning, prioritization, alignment, and assessing a company's entire IT budget
- * Methods for using IT Impact Management to establish IT culture and performance models for the business/IT connection
- * The IT Improvement Zone, which quickly identifies where a company can focus its energies for maximum results
- * And much more

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