



Strategic Planning for Information Systems

John Ward, Joe Peppard

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Strategic Planning for Information Systems (3rd Edition) explores the impact that Information Systems (IS) have on business performance and the contribution IS makes to the strategic development of organizations. It describes IS tools, techniques and management frameworks - all of which identify opportunities for strategic thinking, and shows how IS is an indispensable component in the implementation of a strategic plan.

Since the earlier edition of Strategic Planning for Information Systems, much has changed in the way business is organized. However, the essence of the book remains the same - it is a practical and comprehensive book written in a clear and straightforward way. This new edition focuses more on strategic management of IS than on the progress made in recent years in either technology or business processes. This 3rd edition is substantially updated and illustrated with new cases material and examples. Additional material will cover the role of ecommerce, knowledge management and benefits management systems. This book will also show why Information Systems and Information Technology investment works for some organizations and not for others.

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