



The IT Value Network: From IT Investment to Stakeholder Value

Tony J. Read

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Learn to measure and manage the real value of IT investment and spending

IT investments are becoming more than just business enablers or assets on the books; they provide capability that can drive the business. Thought leadership should migrate towards information investment, getting a bigger bang for the buck from the 'I' in IT and from the 'I' in CIO.

The IT Value Network: From IT Investment to Stakeholder Economic Value incorporates new emerging decision support methods, such as real options, which are considered to complement traditional financial measures. Organizational and informational economic based techniques are also incorporated to manage and assess IT investments, including the balanced scorecard (BSC), and investment and portfolio management; in addition to coverage of IT key performance indicators and competitive benchmarking.

Selected as a top 10 best IT-Business book for 2009 by CIO Insight - Praises for *The IT Value Network: From IT Investment to Stakeholder Value*

"This is probably the best 'up-to-date' executive information management resource since Strassmann's works of fifteen years ago. Tony Read provides a comprehensive and insightful assessment of the state of IT investment and the value of various technologies and information management in the modern enterprise. For corporate executives trying to navigate this rapidly changing landscape, this book is highly recommended."
—Paul A. Brinkley, Deputy Under Secretary of Defense (U.S.) for Business Transformation Agency

"Managing technology investments with a value-based approach just works—it has provided significant stakeholder value at Indigo. This book is a must-read for both IT and business managers who want to improve the return on their IT investments."
—Michael Serbinis, President, Shortcovers, CIO & EVP, Indigo Books & Music Inc.

"Difficulty proving the business value of IT remains a key barrier to IT executives. IT Value Network provides a clear road map to chief information officers interested in moving beyond simply aligning business and technology strategies. It is a must-read for IT executives who wish to become true partners to the business."
—Gary Beach, Publisher Emeritus, CIO magazine

"This book is a complete study of how value is derived and measured from IT investments. All IT strategy professionals should read it and have access to it. I strongly recommend it."
—Ali Hamza, Partner, PricewaterhouseCoopers (PwC)

"IT spending continues to climb, but IT value is invariably left on the table. Tony's new book will enlighten both the practitioner and academic to new approaches and techniques for capturing and realizing stakeholder economic value—with a great perspective to sustaining competitive advantage or as the book promotes network advantage, across the firm's value system."
—Edward Lieblein, PhD, Dean and Professor, Graduate School of Computer and Information Sciences, Nova Southeastern University

"Tony Read's book provides excellent insight and strategies for maximizing shareholder return from IT investments. The book gives a timely response to the challenges every CIO and CFO face in the current economic environment. It is now more important than ever to demonstrate IT return on investment and this book is a valuable aid for Cx's looking to leverage every IT dollar to secure maximum business return"
—Albert R. Hitchcock, CIO, Vodafone Group

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Howard Benedict:

This The IT Value Network: From IT Investment to Stakeholder Value is great guide for you because the content which is full of information for you who else always deal with world and possess to make decision every minute. This kind of book reveal it data accurately using great coordinate word or we can state no rambling sentences within it. So if you are read this hurriedly you can have whole info in it. Doesn't mean it only provides straight forward sentences but tricky core information with lovely delivering sentences. Having The IT Value Network: From IT Investment to Stakeholder Value in your hand like finding the world in your arm, details in it is not ridiculous one. We can say that no book that offer you world in ten or fifteen second right but this e-book already do that. So , this is good reading book. Hey there Mr. and Mrs. busy do you still doubt this?

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Brenda Villa:

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