



Corporate Information Strategy and Management: Text and Cases (Eighth Edition)

By Deborah L. Soule, Lynda M. Applegate, Robert D. Austin

McGraw Hill Education, 2014. Softcover. Book Condition: New. 5th or later edition. Corporate Information Strategy and Management: Text and Cases 8/e by Applegate, Austin, and Soule is written for students and managers who desire an overview of contemporary information systems technology management. This new edition examines how information technology (IT) enables organizations to conduct business in radically different and more effective ways. The author's objective is to provide readers with a better understanding of the influence of twenty-first century technologies on business decisions. The 8th edition discusses today's challenges from the point of view of the executives who are grappling with them. This text is comprised of an extensive collection of Harvard Business cases devoted to Information Technology. Contents: Preface Introduction: The Challenges of Managing in a Network Economy Case #I-1 Li and Fung Internet Issues (A) (HBS #301-009) Module 1: Business Impacts Chapter 1: IT and Strategy Chapter 2: IT and Organization Chapter 3. Extending the Enterprise Chapter 4. Making the Case for IT Case #1-1 Charles Schwab in 2002 (HBS #803-070) Case #1-2 Learning from Leapfrog (HBS #804-062) Case #1-3 Wyndham International: Fostering High-Touch with High Tech (HBS #803-092) Case #1-4 Global Healthcare Exchange (HBS #804-002) Article #1-5...



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