

A Practical Guide to Information Systems Strategic Planning

Anita Cassidy

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What Information Systems mission, objectives, and strategies are necessary to successfully meet the business challenges of the future?

A Practical Guide to Information Systems Strategic Planning helps take the "guess work" out of evaluating current and future Information Systems, and provides the necessary tools for maximizing the investment made in new technology. This invaluable guide shows readers how to take advantage of the latest technology available in Information Systems planning, and how to develop a solid Information Systems plan that is directly linked to their business' goals.

In an easy-to-follow, hands-on format, this complete reference describes a process for facilitating communication between business management and the Information Systems functions. Both Information Systems Executives and general business executives will find the information they need to develop a successful, value-added Information Systems plan. Readers will find a step-by-step approach to the process of developing an Information Systems plan that helps them gain a competitive edge well into the future.

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