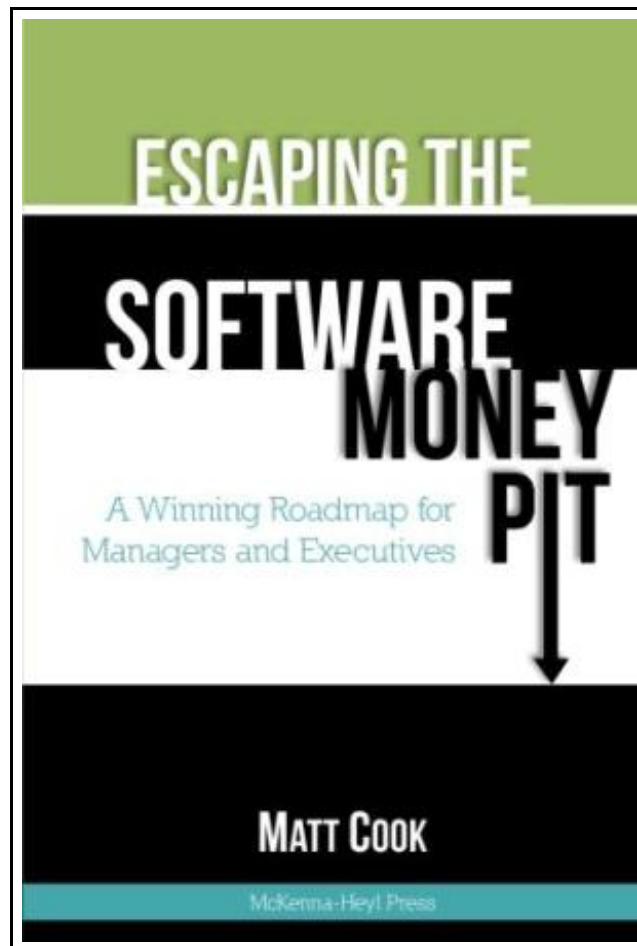# Escaping the Software Money Pit: A Winning Roadmap for Managers and Executives

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McKenna-Heyl Press, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This straightforward guide uses vivid stories and case studies to show how organizations of all types can avoid the costly money pits that enterprise software projects often become. The book s non-technical and plain-spoken style make it an easy read for managers and executives in any field. It is full of clear and concise examples, checklists, and advice, and gives the reader an easy to understand road map for navigating the complex and confusing world of business software. The book covers the latest technology trends such as cloud computing, Software-as-a-Service, big data, in-memory databases, and data visualization and explains how these options can provide real value. Throughout the book the reader benefits from the real-world experiences of the author, whose 18 years of ground-level involvement in software projects spans ERP systems, logistics, transportation, and supply chain execution software, business analytics tools, RFID, third party integration, and automation.

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