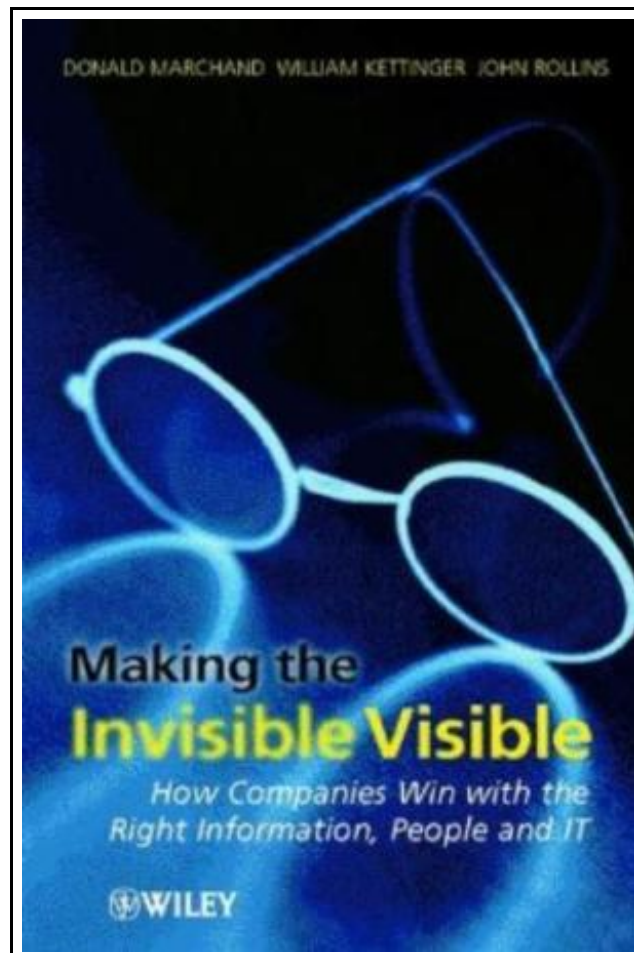


Making the Invisible Visible: How Companies Win with the Right Information, People and IT



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MAKING THE INVISIBLE VISIBLE: HOW COMPANIES WIN WITH THE RIGHT INFORMATION, PEOPLE AND IT



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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Making the Invisible Visible: How Companies Win with the Right Information, People and IT, Donald A. Marchand, William J. Kettinger, John D. Rollins, This book presents a new way of seeing the business value of information, people and IT as well as a way of measuring and managing these capabilities in order to improve business performance. Packed with real-world examples, the book presents the best and worst practices companies have implemented to address these issues. Case studies from more than thirty international companies are strategically used throughout the book, including Banco Bilbao Vizcayo, Philips Business Electronics, Amazon, Dell Europe, Ernst Young, General Electric, IKEA, Ritz Carlton Hotels, and Wal Mart. This fascinating guide offers a diagnostic tool that senior managers can use to evaluate the three information capabilities of their company. Plus, the book provides hands-on management prescriptions on how to improve a company s information capabilities and how to use these capabilities in achieving business strategies and in the implementating change. We are all experiencing an information overload, be it internal to the organization or due to external influences of our own information intensive society. Much has been written on how companies should "tame the beast of information" and make it work in the organization's favour. What has not yet been covered is how an organization can actually comprehensively measure whether or not they are using information effectively to achieve better business performance, or in other words, how senior managers within an organization can measure "Information Orientation". Following a major 2 year global research project in conjunction with Andersen Consulting, the authors of this book have been able to demonstrate that when a company is high on IO it will be high on business performance. However, beyond just..



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