



IT für Manager: Was Sie über wirksames IT-Management wissen müssen (German Edition)

Raimund Putzinger

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Viele konkrete Anleitungen für effektives IT-Management, Beispiele und Checklisten mit über 200 essentiellen Fragestellungen - ein fundiertes und umfassendes Werk für ein wertorientiertes Managen des IT-Einsatzes.

• analysiert die Hintergründe und bringt die Probleme auf den Punkt, mit denen jedes Unternehmen in irgendeiner Form konfrontiert ist

• zeigt Wege auf, wie das Potential der IT genutzt und gewinnbringend umgesetzt werden kann

• die Unternehmens-IT bedingungslos auf den angestrebten Geschäftserfolg auszurichten, ist der wesentliche Erfolgsfaktor

• Geschäftsmanager und IT-Manager werden dabei gleichermaßen in die Verantwortung genommen

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