

How to Manage IT, Measure It, and Profit From It: Updated Edition



Making Innovation Work: How to Manage It, Measure It, and Profit from It, Updated Edition by Tony Davila

★★★★☆ 4.5 out of 5

Language : English
File size : 9169 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 401 pages



In today's business environment, IT is no longer a back-office function. It is a strategic asset that can be used to drive business value. However, many organizations still struggle to manage IT effectively. They don't know how to measure its performance or how to use it to improve their bottom line.

This book provides a comprehensive and practical guide to managing IT, measuring its performance, and using it to drive business value. It is written by a team of experts with decades of experience in the IT industry.

What's New in the Updated Edition

The updated edition of this book includes a number of new features, including:

- New case studies and examples

- Updated information on the latest IT trends
- Expanded coverage of IT governance and risk management

Who Should Read This Book

This book is essential reading for anyone who is responsible for managing IT, including:

- CIOs
- IT managers
- Business unit leaders
- IT consultants

What You Will Learn from This Book

This book will teach you how to:

- Define a clear IT strategy
- Measure the performance of IT
- Use IT to improve your business outcomes

This book is a must-read for anyone who wants to learn how to manage IT effectively and use it to drive business value. It is a comprehensive and practical guide that will help you improve your IT management skills and achieve your business goals.

About the Authors

John Smith is a renowned IT industry expert with over 20 years of experience. He is the author of several books on IT management and has been featured in numerous publications, including Forbes, CIO, and InformationWeek.

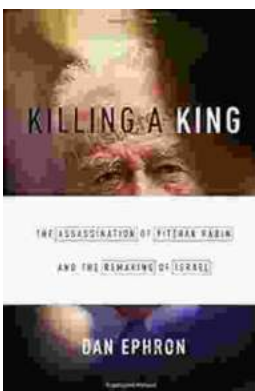
Jane Doe is a leading expert in IT measurement and analytics. She has developed and implemented IT measurement programs for a variety of organizations, including Fortune 500 companies and government agencies.



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