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978-0-521-85336-1 - An Executive's Guide to Information Technology: Principles, Business Models, and Terminology

Robert Plant and Stephen Murrell

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An Executive's Guide to Information Technology

Assessing the most valuable information technology for an organization is becoming a growing challenge for business professionals, who are confronted with an expanding array of options. This book is an A-Z compendium of technological terms written for the non-technical executive, allowing quick identification of what the term is and why it is significant. This is more than a dictionary. It is a concise review of the most important aspects of information technology from a business perspective: the major advantages, disadvantages, and business value propositions of each technological term are discussed, sources for further reading are provided, and there is cross-referencing with other terms where applicable. The essential elements of each concept are covered in a succinct manner so that the reader can quickly obtain the required knowledge without wading through exhaustive descriptions. With over 200 terms, this is a valuable reference for non- and semi-technical managers, executives, and graduate students in business and technology management.

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and **Stephen Murrell**
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