



Strategic Transformation and Information Technology: Paradigms for Performing While Transforming, Marilyn M. Parker, Prentice Hall PTR, 1996, 0131907948, 9780131907942, 606 pages. Focusing on the realities of global competition and the impact on businesses and information technology (I/T) and its organizations, this dynamic, progressive book highlights the significant changes in the competitive environment and within the enterprise, illustrating how each directly impacts I/T, and how I/T can impact the enterprise change mechanisms. Analyzes major uncertainties an enterprise must face and the resulting new business paradigms required for successful business transformation that imply new directions, responsibilities, and environments for I/T. Discusses the impact of new business paradigms and initiatives surrounding enterprise transformation, and the consequences for I/T applications and activities. Examines new responsibilities and roles of I/T, its accompanying change of charter and organizational infrastructure. Introduces a three phase Strategic Transformation methodology for planning. Identifies and discusses new business paradigms and the resulting change of I/T paradigms. For business and technology professionals..

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Enterprise Transformation Manufacturing in a Global Enterprise, William Kessler, Dr., Leon McGinnis, Dr., Nathan Bennett, Dr., Aug 15, 2012, Business & Economics, 205 pages. .

Managing the information technology resource leadership in the information age, Jerry N. Luftman, Christine V. Bullen, 2004, Business & Economics, 414 pages. This book prepares readers for the challenge of integrating the technology resource. In order to understand the industry today, one must understand the ways companies align

Mass Customization The New Frontier in Business Competition, B. Joseph Pine, 1993, Business & Economics, 333 pages. Arguing that mass production of products is outdated, the author outlines new management techniques for combining individuality of products and services with low costs.

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