



IT STRATEGY AND MANAGEMENT

Sanjiva Shankar Dubey

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This textbook, now in its second edition, continues to provide a thorough understanding of the concepts and applications of IT strategy and management. The book gives an in-depth study of the information technology as a strategic resource, the need for a strategic approach for its management, and the necessity of its alignment with business strategy. It explains how to prepare an effective plan for the implementation of information strategy. The book also describes how to evaluate the impact of IT on organizations and their workforce, and how to measure returns on IT investment. It also covers recent developments in IT management such as ITIL (Information Technology Infrastructure Library), IT service management, MOF (Microsoft Operations Framework), COBIT, and standards such as ISO 20000 and B527001, which are currently being practised by the industry but need more dissemination in the academic arena.

This well-structured and clearly written book is designed for the students of MBA, MCA, BE (IT) and other graduate courses. In addition, IT Professionals who need to update their knowledge continuously for their professional growth will also find the book quite handy.

What is New to This Edition :

- Contains an entirely a new chapter on Computer Ethics, Intellectual Property Rights and Cybercrime
- Incorporates two new cases on Indian Telecom IT: Dream IT, and MG Retail: A Case of Missing “e” in Retail
- Provides multiple choice questions, with answers, for a better grasp of the concepts discussed

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