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BUILDING AND SUSTAINING PARTNERSHIP BETWEEN LINE AND I/S MANAGERS: SEPTEMBER 1989 (CLASSIC REPRINT)



Forgotten Books, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from Building and Sustaining Partnership Between Line and I/S Managers: September 1989 In today s competitive world, the effective use of information technology (I/t) as an element of a competitive strategy is critical. Cash and Konsynski (1985), Rockart and Scott Morton(1984), and others have cited numerous examples of how organizations have used information technology to build...

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- Authored by John C Henderson
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