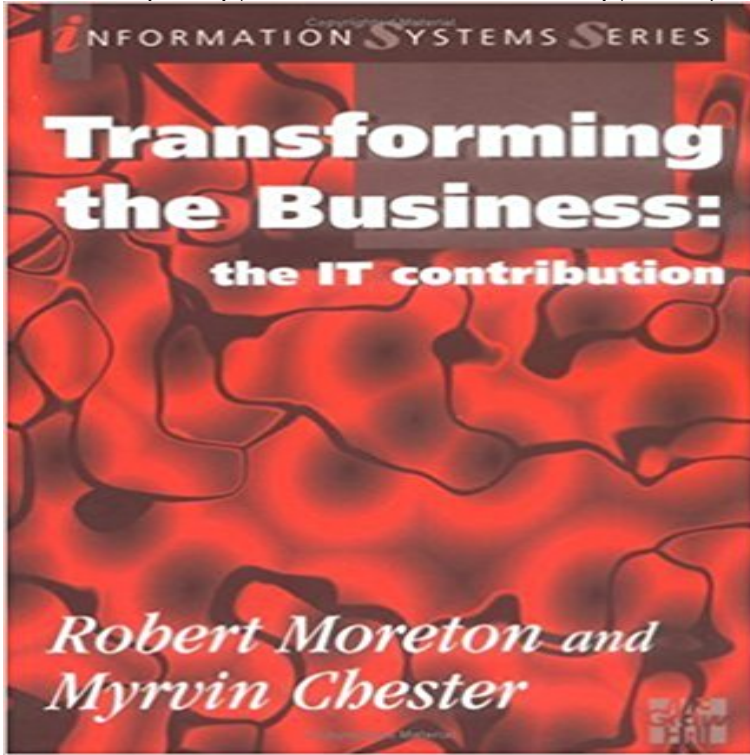


Transforming the Business: The It Contribution (Information Systems Series (Mcgraw-Hill Publishing Co., Inc.))



The primary aim of this book is to increase the awareness which readers have of Information Systems (IS) and Information Technology (IT) and the role it can play in increasing organisational effectiveness and enabling organisational transformation. This involves capitalising on the many opportunities presented to the organisation by IT, while at the same time avoiding the risks of narrowly conceived, technology-led adoption. The book identifies the requirements for, and characteristics of, the transformed organisation. It specifically relates the potential of IS/IT to these characteristics. Also, it provides an evaluation of some indicative information technologies and finally it examines the implications of transformation for IS/IT strategy and the IS function itself.

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