



The Business Value of Computers

An Executive's Guide

Paul A. Strassmann

Author of INFORMATION PAYOFF



Business Value Of Computers

Paul A. Strassmann



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The Business Value of Computers Paul A. Strassmann,1990 The book addresses the practical needs of executives responsible for planning budgeting Strips away obfuscation that has concealed the real value of computers The Financial Post A true path to the Holy Grail of business value Computer Weekly Some surprising answers to familiar questions cast new light on investing profitably in computer hardware All those either transfixed or baffled by the powers Measuring managerial productivity is the key to knowing how to invest in information technology Strassmann s new book sets out the results of his research in detail His argument comes through clearly The Financial Times

The Business Value of Software Michael D. S. Harris,2017-09-01 In business driving value is a key strategy and typically starts at the top of an organization In today s digital age driving software value is also an important and often overlooked key strategy Executives and the corporate board need to expect the highest level of business value from the software the organization is developing buying and selling In today s digital transformation marketplace it is imperative that organizations start driving business value from software development initiatives For many years the cost of software development challenged organizations with questions such as How do we allocate software development costs Should these costs be considered an overhead expense Are we getting the most value possible for our investment A fundamental problem has been built into these questions the focus on cost In almost every other part of the organization maximizing profit or in the case of a not for profit maximizing the funds available provides a clear focus with metrics to determine success or failure In theory simply aligning software spending with the maximizing profit goals should be sufficient to avoid any questions about value for money Unfortunately this alignment hasn t turned out to be so simple and the questions persist particularly at the strategic or application portfolio level In this book Michael D S Harris describes how a software business value culture one where all stakeholders including technology and business have a clear understanding of the goals and expected business value from software development The book shows readers how they can transform software development from a cost or profit center to a business value center Only a culture of software as a value center enables an organization to constantly maximize business value flow through software development If your organization is starting to ask how it can change software from a cost center to a value center this book is for you

Measuring the Business Value of Information Technology David S. Sward,2006 Measuring the Business Value of Information Technology deals with computers software

Successful Software Development Scott E. Donaldson,Stanley G. Siegel,2001 Rev ed of Cultivating successful software development c1997

Global Perspectives in Marketing for the 21st Century Ajay K. Manrai,H. Lee Meadow,2015-06-09 This volume includes the full proceedings from the 1999 World Marketing Congress held in Qawra Malta with the theme Global Perspectives in Marketing for the 21st Century The focus of the conference and the enclosed papers is on marketing thought and practices from a global perspective This volume resents papers on various topics including marketing management marketing strategy and

consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

Computerworld ,1999-11-01 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld s award winning Web site Computerworld.com twice monthly publication focused conference series and custom research form the hub of the world s largest global IT media network

Official Gazette of the United States Patent and Trademark Office United States. Patent and Trademark Office,1999

Information Systems Mark W. Huber,2007-01-27 The Engineering of Large Systems ,1998-09-25 Since its first volume in 1960 Advances in Computers has presented detailed coverage of innovations in hardware and software and in computer theory design and applications It has also provided contributors with a medium in which they can examine their subjects in greater depth and breadth than that allowed by standard journal articles As a result many articles have become standard references that continue to be of significant lasting value despite the rapid growth taking place in the field This volume is organized around engineering large scale software systems It discusses which technologies are useful for building these systems which are useful to incorporate in these systems and which are useful to evaluate these systems **Strategic**

Software Engineering Fadi P. Deek,James A. M. McHugh,Osama M. Eljabiri,2005-05-26 The pervasiveness of software in business makes it crucial that software engineers and developers understand how software development impacts an entire organization Strategic Software Engineering An Interdisciplinary Approach presents software engineering as a strategic business oriented interdisciplinary endeavor rather than simply a technical process as it has been described in previous publications The book addresses technical scientific and management aspects of software development in a way that is accessible to a wide audience It provides a detailed critical review of software development models and processes followed with a strategic assessment of how process models evolved over time and how to improve them The authors then focus on the relation between problem solving techniques and strategies for effectively confronting real world business problems They also analyze the impact of interdisciplinary factors on software development including the role of people and business economics The book concludes with a brief look at specialized system development The diverse backgrounds of the authors encompassing computer science information systems technology and business management help create this book s integrated approach which answers the demand for a comprehensive interdisciplinary outlook encompassing all facets of

how software relates to an organization Information Resources Management Journal ,1999 *A Guide to Measuring and Managing IT Benefits* Dan Remenyi,Arthur Money,Alan Twite,1991 Information Systems Mark W. Huber,Craig A. Piercy,Patrick G. McKeown,2006-12-01 **Administrative Systems Management** LeRoy A. Pemberton,Ernest Dana Gibson,1968 The Journal of Economic Perspectives ,2000 This journal attempts to fill a gap between the general interest press and other academic economics journals Its articles relate to active lines of economics research economic analysis of public policy issues state of the art economic thinking and directions for future research It also aims to provide material for classroom use and to address issues relating to the economics profession Journal of Computer Resource Management ,2003 **Moving to the Cloud Corporation** L. Willcocks,W. Venters,E. Whitley,2013-12-13 Drawing on an international survey of over 1 000 business and executives this book provides a management perspective on cloud technology It outlines the need to know information for strategic decisions on cloud technology including its capabilities how it can be implemented securely and the way forward for the next ten years **California Manufacturers Register** ,1998 **Across the Board** ,1997 Tourism Marketing and Management Handbook Stephen F. Witt,Luiz Moutinho,1994 This handbook provides a detailed guide to marketing and management in tourism in the 1990s This second edition features 100 contributions from international authorities on the subject new chapters reflecting the issues of increasing importance in tourism greater emphasis on management and internationally applicable topics and major revisions of all existing chapters The contents have been reorganized by subject area for convenience Designed to provide a user friendly reference the topics covered include cost benefit analysis hotel marketing international tourism trends financial analysis and planning quality management and pricing and promotional strategy This edition shows the application of marketing and mangement techniques within the tourism industry and is appropriate for use in tourism businesses of any size

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Table of Contents Business Value Of Computers

1. Understanding the eBook Business Value Of Computers
 - The Rise of Digital Reading Business Value Of Computers
 - Advantages of eBooks Over Traditional Books
2. Identifying Business Value Of Computers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Business Value Of Computers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Business Value Of Computers
 - Personalized Recommendations
 - Business Value Of Computers User Reviews and Ratings
 - Business Value Of Computers and Bestseller Lists
5. Accessing Business Value Of Computers Free and Paid eBooks
 - Business Value Of Computers Public Domain eBooks
 - Business Value Of Computers eBook Subscription Services
 - Business Value Of Computers Budget-Friendly Options
6. Navigating Business Value Of Computers eBook Formats

- ePub, PDF, MOBI, and More
- Business Value Of Computers Compatibility with Devices
- Business Value Of Computers Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Business Value Of Computers
 - Highlighting and Note-Taking Business Value Of Computers
 - Interactive Elements Business Value Of Computers
- 8. Staying Engaged with Business Value Of Computers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Business Value Of Computers
- 9. Balancing eBooks and Physical Books Business Value Of Computers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Business Value Of Computers
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Business Value Of Computers
 - Setting Reading Goals Business Value Of Computers
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Business Value Of Computers
 - Fact-Checking eBook Content of Business Value Of Computers
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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