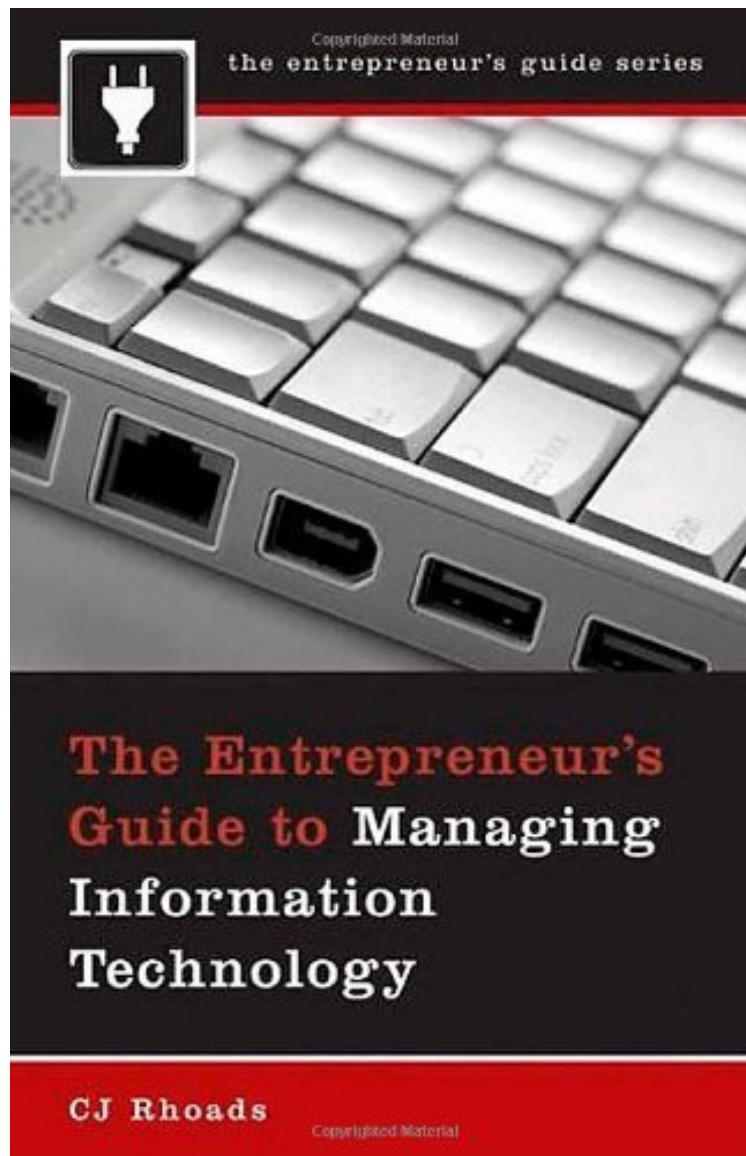


(Mobile library) The Entrepreneur's Guide to Managing Information Technology (Entrepreneur's Guides (Praeger))

The Entrepreneur's Guide to Managing Information Technology (Entrepreneur's Guides (Praeger))

CJ Rhoads

*ebooks | Download PDF | *ePub | DOC | audiobook*



DOWNLOAD



+

READ ONLINE

#2983683 in eBooks 2008-03-30 2008-03-30 File Name: B001NCERGM | File size: 25.Mb

CJ Rhoads : The Entrepreneur's Guide to Managing Information Technology (Entrepreneur's Guides (Praeger)) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Entrepreneur's Guide to Managing Information Technology (Entrepreneur's Guides (Praeger)):

1 of 1 people found the following review helpful. Outdated ConceptsBy Chris D.Outdated concepts that fail to meet

today's business IT Scenarios. This would have been applicable in late 90's early 2000's. 1 of 1 people found the following review helpful. Partial In Scope - But otherwise good insights By Luke Lots of good insights sprinkled throughout the book - author clearly has experience in the field discussed. But she does miss the entire dynamic of clients purchasing development days from the their IT vendor to cater to their evolving business process needs. If anything, author hints that such a thing would be bad - as the software must be perfect and stationary once purchased by a client. This isn't how the world works though. And in some areas of software, building out new functionality of the software is a clear win-win situation: if the client is constantly evolving their business process, they will want this. Also, the vendor will prove a willingness to success in BA and constantly improving their product - potentially carrying the lifespan out significantly longer than the spans that the author has in mind throughout. Due to author's complete ignorance in this area, I question how cutting-edge her experience is. But she's learned a lot of hard lessons and does share those lessons, which offer some good insights. 0 of 1 people found the following review helpful. A 'fun' must-read for anybody with a business By Francois A. Dumas Yes, I am biased. I have been preaching some, actually many of the things that Ms. Rhoads writes about in her excellent book. I am also biased because some of the input actually came from me. AND I am biased because I KNOW Ms. Rhoads for over 10 years. So is that bad!? Hell no ! Because I now can honestly tell you that I LIKE the author and what she stands for, that I AGREE with what's written in the book and that even though knowing all or most of it, it still is a FUN read ! The 'fun' for me being in the excellent examples given and comparisons made in order to 'translate' the IT jargon for something more digestive for 'us' normal managers and business owners. I can wholeheartedly recommend this book if you're starting a business of your own, or already have one and are wondering what the heck your 'IT guys' are actually talking about ! Now if someone would write a book for ex-IT guys and now-business owners, I would be much obliged! Maybe a next one! ? Francois A. 'Navman' Dumas

Software. Hardware. Networks. Wireless. Entrepreneurs face a bewildering array of choices and decisions when it comes to incorporating technology into the fabric of their businesses. Yet nothing could be more important these days. Aligning information technology (IT) with business strategy is essential to meet and beat the competition. As business strategy and technology expert CJ Rhoads shows, managing information technology effectively is an essential skill that all entrepreneurs must develop, just as they develop skills in sales or finance. However, due to the immaturity of the IT industry, making good decisions about information technology is very difficult. Reliable and unbiased information is hard to find, and technical people are often unable to convey information in a way that makes sense to entrepreneurs. The Entrepreneur's Guide to Managing Information Technology to the rescue!

"Information Technology (IT) refers to the people, processes, hardware, and software that determines the flow of information within an organizationhellip;. This book is an essential read for business professionals at all levels and can be used as a textbook alternative for an introduction to the management of technology in academic business programs." - Library Journal "Just reading Chapter One, CJ Rhoads has helped me to make my plan for the future a more calculated and informed one." (Conrad Karlson, Karlson Photography) "This book is the IT Bible for non-technology managers or corporate America. CJ Rhoads has distilled her decades of experience as a manager and consultant into an eminently practical IT management guide." (Fred Beste, CEO, MidAtlantic Venture Fund) "The ideas are timely and in tune with the challenges most business professional face when trying to understand the IT complexities affecting today's bottom line decisions. My sense is that the scope is about right to effectively address how to better deal with the thesis, i.e. that business owners and Entrepreneurs are often at a disadvantage when making technology decisions because the playing field is bent toward the IT vendors and consultant. This book can help business and IT professionals better navigate through the hype and confusion that is too often intermingled with IT communications, and as a result make better tactical and strategic IT decisions." (Bill Bauerle, CIO Lockheed Martin) "The Marriage Of The Hedgehog And Panther Will Produce Powerful And Significant Offspring." (Skip Torresson, CEO, The Stewardship Group) "Inviting and nonthreatening for the novice IT purchaser. Easy to grasp analogies utilizing everyday language." (Molly Tremblay, Behavioral Medicine Center, Reading Hospital) "Very informative and entertaining. It kept my interest and I am not a technology person. I liked the way the information was presented, and the examples that were used kept me reading. This book is right on. The author offers practical advice and information that can be very valuable to Entrepreneurs!" (John McNamara, CEO, McNamara Associates, Inc.) "The combination of thorough research and personal experience make this a very credible read. The casual writing style makes the statistics and references quite easy to digest." (Laura Donovan, Director of Publications, Klee Associates, Inc.) About the Author CJ Rhoads is a well-known guru, speaker, and author on making better decisions about business strategy and technology. Rhoads is the founder of ETM Associates, Inc., a consulting firm specializing in enterprise decision making, management, and technology. She's also an Associate Professor in the College of Business at Kutztown University, as well as the author of over a hundred published articles, dozens of manuals and whitepapers, and two books.