



Demystifying Business Cases for Information Technology, GIS and More: A Nine Step Guide for Case Writers and Reviewers

By Greg J Duffy Mba

Returnsvaluesimpacts.com, United States, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Few people volunteer to write, review or pass judgement on Business Cases in the Information Technology sector. Even fewer actually enjoy it. Too much mystery about where to start, what to cover and how to say it. With Demystifying Business Cases for Information Technology, GIS and more we see that it can be much easier than we think and we can be much more effective than we ever thought possible. Read about Duffy s Nine Step Model and ideas about content, format and so many tips on how to structure the case and its narrative. This is a light and personable delivery of a lesser known business imperative and reads like you are being spoken to directly, like a story being read. This book is ideal for anyone involved in the analysis, management or planning for IT in all its forms including GIS (geographic information systems), CRM (customer relationship management), ERP (enterprise resource planning), BI (business intelligence), SCM (supply chain management), PPM (project portfolio management) and so much more . because the basics apply everywhere. The Demystifying messages...



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