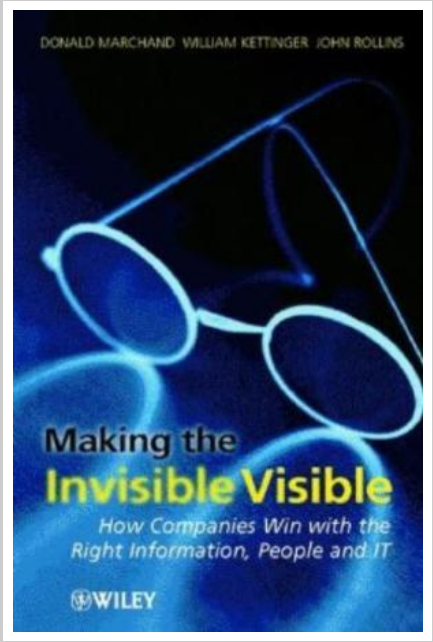


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Making the Invisible Visible: How Companies Win with the Right Information, People and IT

By Donald A. Marchand, William J. Kettinger, John D. Rollins

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Making the Invisible Visible: How Companies Win with the Right Information, People and IT, Donald A. Marchand, William J. Kettinger, John D. Rollins, This book presents a new way of seeing the business value of information, people and IT as well as a way of measuring and managing these capabilities in order to improve business performance. Packed with real-world examples, the book presents the best and worst practices companies have implemented to address these issues. Case studies from more than thirty international companies are strategically used throughout the book, including Banco Bilbao Vizcayo, Philips Business Electronics, Amazon, Dell Europe, Ernst Young, General Electric, IKEA, Ritz Carlton Hotels, and Wal Mart. This fascinating guide offers a diagnostic tool that senior managers can use to evaluate the three information capabilities of their company. Plus, the book provides hands-on management prescriptions on how to improve a company s information capabilities and how to use these capabilities in achieving business strategies and in the implementating change. We are all experiencing an information overload, be it internal to the organization or due to external influences of our own information intensive society. Much has been...

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