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Die Zukunft der IT in Unternehmen: Managing IT as a Business (German Edition)

Andreas Resch, Walter Brenner, Veit Schulz

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Wenige Dinge werden in den Unternehmen so einhellig kritisch bewertet wie die Leistung des eigenen IT-Bereichs. Sie gelten in aller Regel als zu teuer und erfüllen nicht die in sie gesetzten Erwartungen, sei es auf Seiten des Managements, sei es in den Augen der Anwender.

Wie die interne IT am besten funktioniert, zeigen Brenner, Resch und Schulz in diesem Buch. Die Grundlage hierfür bildet eine internationale Studie mit acht konzerngebundenen IT-Dienstleistern global tätiger Unternehmen aus Deutschland, der Schweiz, Schweden, Frankreich, den USA und Kanada mit aufschlussreichen Ergebnissen.

"Die Zukunft der IT in Unternehmen" gibt Antworten auf folgende Fragen: Unter welchen Bedingungen kann ein selbständiger Servicebereich entwickelt werden? Welches Geschäftsmodell optimiert die konzernbezogene IT? Und wie lässt sich der Servicebereich unternehmerisch führen, ohne ein echtes Unternehmen im strikten Sinne zu sein?

- Zeigt praxisnah und nachvollziehbar die sechs Dimensionen eines funktionierenden IT-Bereichs
- Zielgruppen: Führungskräfte und Mitarbeiter konzerngebundener IT-Bereiche, Anwender von IT in Unternehmen, IT-Entscheider in Konzernen, Berater

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