



Information Technology for Management: Transforming Organizations in the Digital Economy

Efraim Turban , Dorothy Leidner , James C. Wetherbe , Ephraim McLean , Christy Cheung (Contribution by) , Daniel Tse (Contribution by) , Maggie Lew (Contribution by)

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This cutting-edge book focuses on how organizations can successfully use information technology to transform themselves and achieve the competitive advantage in the new digital economy. Throughout, the emphasis is on how IT provides organizations with strategic advantage by facilitating problem solving, increasing productivity and quality, improving customer service, and enabling business process reengineering. It also covers the latest real-world developments, including the introduction of applied grid computing and utility computing.

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Author : Efraim Turban , Dorothy Leidner , James C. Wetherbe , Ephraim McLean , Christy Cheung (Contribution by) , Daniel Tse (Contribution by) , Maggie Lew (Contribution by)

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