

图书基本信息

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作者：阿普盖特(美)

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内容概要

内容简介

本书是哈佛大学MBA标准教材，专为那些希望了解当代信息系统技术的学生和管理者而著，书中解释了信息服务活动的有效管理和技术的最有潜力的应用等相关问题，将帮助个人和组织认识并利用信息管理以提高效率。

书籍目录

Contents
Preface vii
I The Challenge of Information Systems Technology
Introduction to IT Management
Concepts of IT Management
Challenges in Managing IT Assimilation
A Young Technology
Technological Growth
IT End-User Coordination
Specialization
Shift in Focus
Questions from Senior Management
Issues in Information Technology
The IT Environment
IT Architecture and Organization
Management Processes
Project Management
IT Strategy
The IT Business
Conclusion
Case I-1: Verifone: The Transaction Automation Company
Case 1-2: A Tale of Two Airlines in the Information Age: Or Why
the Spirit of King George III Is Alive and Well!
2 Manageable Trends
Underlying Themes
Theme 1: Strategic Impact
A Contingency Approach to IT Management
Theme 2: Integrating Changing Technology Platforms
Theme 3: Assimilating Emerging Technologies
Phase 1. Technology Identification and Investment
Phase 2. Technological Learning and Adaptation
Phase 3. Rationalization/Management Control
Phase 4. Maturity/Widespread Technology Transfer
Theme 4: Sourcing Policies for the IT Value Chain
Theme 5: Applications Development Process
Design
Construction
Implementation
Operation
Maintenance
Theme 6: Partnership of Three Constituencies
IT Management
User Management
General Management
Summary

Case 2-1: KPMG Peat Marwick: The Shadow Partner

3 Effects of IT on Competition

Analyzing Impact

Forces That Shape Strategy

Search for Opportunity

Analyzing the Value Chain for IT Opportunities

Inbound Logistics

Operations and Product Definition

Outbound Logistics

Marketing and Sales

After-Sales Service

Corporate Infrastructure

Human Resources

Technology Development

Procurement

The Risks of Information Systems Success

Problems and Evaluations

Assessing Competitor Risk

The Challenge

A New Point of View Is Required

Planning Issues

Confidentiality and Competition

Evaluating Expenditures

The IT-Management Partnership

Opening Questions

A Final Thought

Case 3-1: Canadian Airlines (A): Reservations About
Its Future (A)

Case 3-2: Burlington Northern: The Ares Decision (A)

Case 3-3: Burlington Northern: The Ares Decision (B)

4 Electronic Commerce: From Interorganizational
Systems to the Internet

The Evolution of Interorganizational Systems

IOS Evolution at American Hospital Supply (AHSC)

IOS Evolution at American Airlines

Patterns of Interaction among IOS Participants

Levels of IOS Control

From Proprietary IOS to Ubiquitous Platforms for Electronic
Commerce

Making Sense of Market Relationships

IOS and Producer Relationships

IOS and the Changing Buyer-Seller Relationship

Managing the Evolution of Technology

Maintaining a Secure Environment for Doing Business

Developing and Maintaining Information Partnerships

The Allegis Example

Benefits of Information Partnering

Types of Information Partnership

Summary

Case 4-1: Singapore Tradenet: A Tale of One City

Case 4-2: Singapore Leadership: A Tale of One City

Case 4-3: Hong Kong Tradelink: News from the Second City

Case 4-4: Open Market, Inc.

Case 4-5: Procter & Gamble: Improving Consumer Value through

Process Design

5 Information, Organization, and Control

The Organization Design Challenge of the 1990s

From Control to Learning

From Autonomy to Collaboration

Information, Organization, and Control in a Retail Bank

Information, Organization, and Control in the Supermarket

Targeted Opportunities

Communicating Organizational Priorities

Meaningful Budgets

Effective Incentive Systems

Solutions for Production

Facts to Make the Sale

Adaptation to Change

Summary

Case 5-1: Mrs. Fields, Inc. (1977-1987)

Case 5-2: Frito-Lay, Inc.: A Strategic Transition (1980-1986)

Case 5-3: Frito-Lay, Inc.: A Strategic Transition Abridged
(1987-1992)

6 IT Architecture: Evolution and Alternatives

The Evolution of IT Architecture

Era 1-The Mainframe (1950s to 1970s)

Era 2--The Microcomputer (Late 1970s and 1980s)

Era 3--Distributed Information Systems (Late 1980s to Present)

360

Era 4-Ubiquitous

Value Creation in a Distributed IT Environment

IT Architecture Implementation Issues in the 1990s

Merging the Islands of Automation

Managing Global Telecommunications

Managing the IT Legacy

Assimilating Emerging Information Technologies

Summary

Case 6-1: H. E. Butt Grocery Company: A Leader in ECR
Implementation (Abridged)

Case 6-2: American Airlines: The InterAACT Project (A)

Case 6-3: Air Products and Chemicals, Inc.: MIS Reorganization
(A) and Project ICON (A) Abridged

7 Organizing and Leading the Information Technology

Function

Organization Issues in IT Development
Some Examples
Implications
Pressures toward User Dominance
Pent-Up User Demand
Competitive and Service Growth in the IT Market
User Control
Fit with the Organization
User Learning
Summary
Pressures toward IT Control
Staff Professionalism
Feasibility Study Concerns
Corporate Database System
Fit with the Corporate Structure and Strategy
Cost Analysis
Summary
Coordination and Location of IT Policy
IT Responsibilities
User Responsibilities
General Management Support and Policy Overview
Summary
Case 7-1: Air Products and Chemicals, Inc : Project ICON (D)
8 Information Technology Operations
Changing Operations Environment
A Focused Service Organization Alternative-An Example
Alternative Organizations
Developing an Operations Strategy
Technology Planning
Measuring and Managing Capacity
Managing the IT Operations Workforce
Selection Factors for Operations Manager and Staff
Human Issues in Managing the Workforce
Production Planning and Control
Setting Goals
Establishing Priorities
Strategic Impact of IT Operations
Implementing Production Control and Measurement
Security
Privacy
The Roots of the Privacy Issue
The Implications
Summary
Case 8-1: Aerospace Technology Manufacturing, Inc : Industry,
9 Company and I/S Transitions
Information Technology Management Processes
Management Control

IT Evolution and Management Control
Software Issues
Operations Issues
Corporate Control Process
Strategic Impact of IT on the Corporation
Looking Ahead: Other Aspects of Control
Results Control Architecture
Unallocated Cost Center
Allocated Cost Center and Charge-Out
Profit Center
Financial Reporting Process
Nonfinancial Reporting Process
IT Audit Function
Summary
Planning-A Contingent Focus
Pressures toward IT Planning
External (Corporate) Pressures
Internal (IT Process) Pressures
Limitations on IT Planning Results
Planning as a Resource Drain
Fit to Corporate Culture
Strategic Impact of IT Activities
Mismatches: Using the Strategic Grid
Corporate Environmental Factors That Influence Planning
Summary
Case 9-1: Toyworld: Information Technology Planning
10 Managing the Information Technology Resource
through Strategic Partnerships
Why Outsourcing Alliances Are So Difficult
Outsourcing in Retrospect
Outsourcing in the 1990s
What Drives Outsourcing?
When to Outsource IT
Position on the Strategic Grid
Development Portfolio
Organizational Learning
A Firm's Position in the Market
Current IT Organization
Structuring the Alliance
Contract Flexibility
Standards and Control
Areas to Outsource
Cost Savings
Supplier Stability and Quality
Management Fit
Conversion Problems
Managing the Alliance

The CIO Function
Performance Measurements
Mix and Coordination of Tasks
Customer-Outsourcer Interface
Case IO-1: Xerox: Outsourcing Global Information Technology
Resources
Case IO-2 General Dynamics and Computer Sciences Corporation:
Outsourcing Is Function (A + B, Abridged)
11 A Portfolio Approach to Information Technology
Development
Project Risk
Elements of Project Implementation Risk
Project Categories and Degree of Risk
Assessing Risk of Individual Projects
Portfolio Risk
Summary
Project Management: A Contingency Approach
Management Tools
Influences on Tool Selection
Relative Contribution of Management Tools
Summary
Case II-1: Profiling at National Mutual (A)
Case II-2: Profiling at National Mutual (B)
Case II-3: Chemical Bank: Technology Support for Cooperative
Work
12 Transnational IT Issues
Information Technology Impact on Transnational Firms
Geographic Transfer of Work
Global Networking and Expertise Sharing
Global Service Levels
Time-Based Competition
Cost Reduction
Country Diversity
Sociopolitical
Language
Local Constraints
Economics
Currency Issues
Autonomy
National Infrastructure
Summary
National IT Environment Issues
Availability of IT Professional Staff
Central Telecommunications
National IT Strategy
General Level of IT Sophistication
Size of Local Market

Data Export Control
Technological Awareness
Summary
Corporate Factors Affecting IT Requirements
Nature of the Firm's Business
Strategic Impact of IT
Corporate Organization
Company Technical and Control Characteristics
Other Considerations
Transnational IT Policy Issues
Guidance on Architecture
Central Hardware/Software Concurrence or Approval
Central Approval of Software Standards and Feasibility Studies
Central Software Development
IT Communications
Staff Rotation
Consulting Services
Central IT Processing Support
Technology Appraisal Program-An Example
Summary
Case 12-1: Colliers International Property Consultants
Case 12-2: Azucar, S.A.: (1973-1977)
13 The IT Business
"The IT Business" Analogy
The IT Marketing Mix
The Products
The IT Consumer
Costs
Channels of Distribution
Competition
Promotion
Price
The Role of the Board of Directors
The Role of the IT Chief Executive Officer
Summary
Case 13-1: Avalon Information Services, Inc.
Case 13-2: Agrico, Inc: A Software Dilemma
Annotated Bibliography
Index

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