



The IT Payoff: Measuring the Business Value of Information Technology Investments (Hardback)

By Sarv Devaraj, Rajiv Kohli

Pearson Education (US), United States, 2002. Hardback. Book Condition: New. 229 x 157 mm. Language: English . Brand New Book. Does technology really add value? If so, when? What s the best way to quantify and maximize technology ROI? The IT Payoff gives you powerful new tools for answering critical technology investment questions. Discover where technology can add the greatest value; when to adopt new technologies; how to coordinate process and technology change, and more. Includes new metrics, hands-on templates, and a complete action plan for making smarter funding decisions! One of the 5 Best Technology Books as cited by.

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