The Next Leap in Productivity: What Top Managers Really Need to Know About Information Technology

By Adam Kolawa, Mike Barlow

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Next Leap in Productivity: What Top Managers Really Need to Know About Information Technology, Adam Kolawa, Mike Barlow, How much should top management really care about IT? That's the question Adam Kolawa bluntly poses in this feisty and compelling book. "The Next Leap in Productivity" goes far beyond traditional business books written for the CIO community. It tackles crucial issues such as productivity, efficiency and quality management. It makes the case for applying the principles of Deming and Juran to software development. Then it takes a "leap," arguing that huge potential increases in IT productivity can lead to enormous increases in enterprise productivity. In this sense, "The Next Leap in Productivity" is a truly visionary book. Software vendors and CIOs who read this book will discover a software development process that is transparent, practical and efficient. Non-technical C-level executives (CEOs, CFOs, COOs, etc.) will discover a blueprint for improving corporate productivity and dramatically reducing operating costs. For the past decade, CIOs have been urged, coaxed, counseled and exhorted to act more like CEOs, CFOs, COOs and other C-level executives. This book suggests that it's time for CEOs, CFOs,...

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