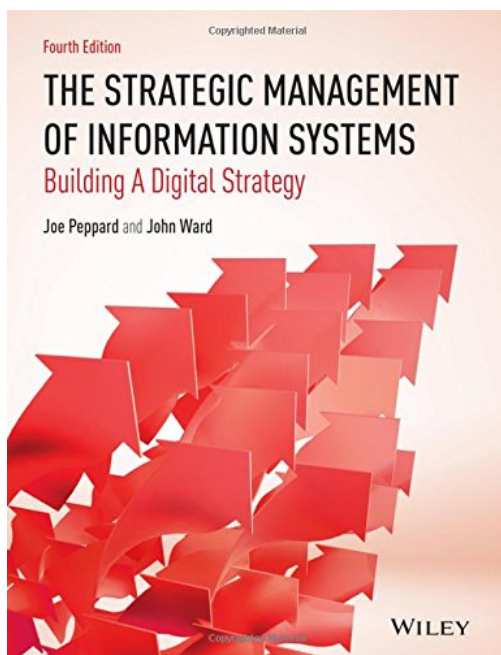


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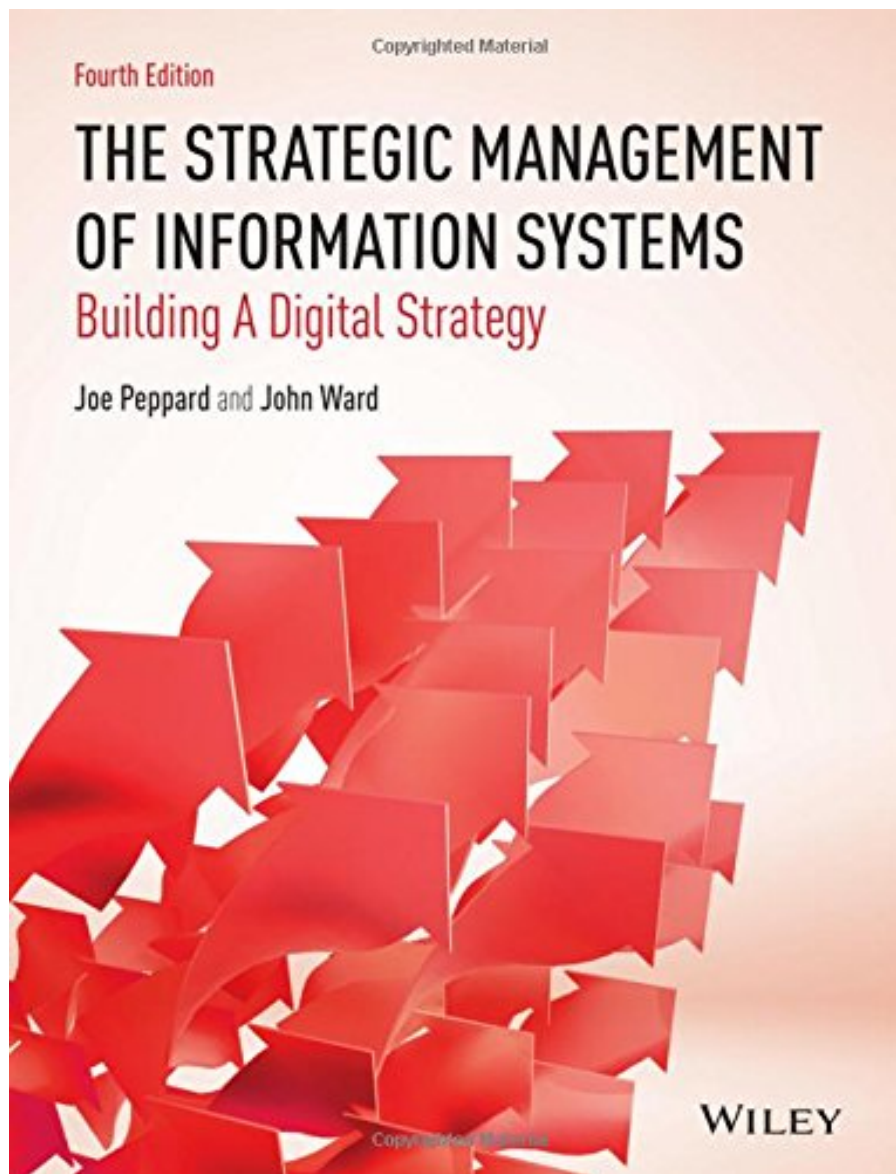
THE STRATEGIC MANAGEMENT OF INFORMATION SYSTEMS: BUILDING A DIGITAL STRATEGY BY JOE PEPPARD, JOHN WARD



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From the Back Cover

The Strategic Management of Information Systems: Building a Digital Strategy (4th Edition) is a comprehensively updated revision of a book regarded by many as one the leading and authoritative titles for practitioners, academics and students in the domain of information systems and technology (IS/IT) strategy. It brings together the implications of the significant advances in IT and the most useful current thinking, research and experiences concerning the business impact and strategic opportunities created by IS/IT.

Managing IS/IT successfully is becoming increasingly difficult in today's dynamic business and technology environments, where uncertainty, complexity and rapid business change are combined with the ever-extending capabilities of digital technologies and the multiple choices in the supply of IT services and infrastructure. At the same time 'consumer IT' has become an essential aspect of most people's personal as well as their working lives, raising both awareness and expectations of what technology can do. However, despite the increasing business criticality of IS/IT, surveys continue to show that many organizations still struggle to deliver sufficient benefits from IS/IT investments and are concerned that IS/IT expenditure does not produce demonstrable 'value for money'.

The challenge is, as it has always been, to harness digital technologies both in achieving alignment with current enterprise objectives and innovating to create new strategies and business capabilities. Where, when and how to invest in IS/IT are the key questions that managers have to grapple with, which is why an IS/IT (or digital) strategy is required. Devising and implementing this strategy depends on cultivating an organizational environment that supports and promotes open, informed and effective conversations enabling business management and IS/IT specialists to share their knowledge.

Joe Peppard and John Ward present a structured framework with tools, techniques and ways of thinking which provide a practical approach to building a digital strategy, expressed primarily in the language of business and management. The approach can be used by executives, managers and IS/IT professionals, working together, to combine their experience and skills to identify what can and needs to be done and how best to do it, so that IS/IT is managed strategically.

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