

Foreword	p. vii
Acknowledgments	p. ix
Introduction	p. xi
Seven Rules Make the Difference	p. 1
The Four IT Cultures	p. 4
How the Four IT Cultures Perform	p. 6
Seven Rules for Managing Superior IT Performance--An Overview	p. 10
Effective Use of IT in Core Business Processes	p. 19
Make IT a Priority in Product Development	p. 27
Integrate IT into Marketing, Sales, and Service	p. 53
Use IT Selectively to Integrate Order Processing Across the Company	p. 66
Shift the Focus of IT in Administration to Business Planning and Management Development	p. 80
Successful IT Management	p. 93
Make IT a Top Management Affair	p. 98
Create a Customer-Oriented IT Service Network	p. 103
Introduce Integrated Standard Software on a Fast-Follower Basis--But Redesign the Business First	p. 130
Outlook on the Future of IT	p. 165
Incessant Dynamics of IT Development	p. 168
New IT Applications	p. 171
New Challenges for IT Management	p. 183
Summary	p. 185
About the Empirical Research	p. 187
Measuring the Performance of IT	p. 189
Glossary	p. 195
Index	p. 203
About the Authors	p. 211

Table of Contents provided by Blackwell's Book Services and R.R. Bowker. Used with permission.