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## IT STRATEGY AND MANAGEMENT

DUBEY, SANJIVA SHANKAR (<https://www.phindia.com/Books/Author/OTc4OTM4NzQ3Mjk1Mg>)

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Businesses are becoming increasingly global, so they need a well-orchestrated IT management strategy to meet the increasing customer expectations and international competition. This concise yet comprehensive edition is designed to prepare students with IT strategy, planning and management with latest management frameworks, researched principles and proven best practices. Besides giving an in-depth study of managing IT as a strategic resource, the book also explains how to prepare an effective plan for implementing IT strategy. Further, it covers the complete lifecycle of IT management encompassing IT projects and program management, IT service management, planning and measuring returns from IT investment, and management of IT-led change in the organization. In addition, it deals with the topics of modern interest such as computer ethics, IPR management, and Indian cyber laws.

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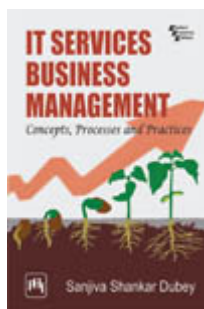
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MCQs to help students to test their knowledge.

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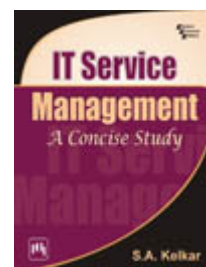
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