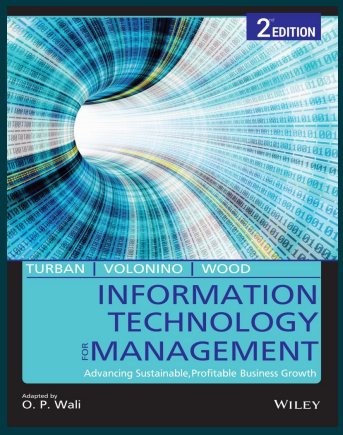
WILEY



Information Technology for Management, 2ed: Advancing Sustainable, Profitable Business Growth

By Turban, Volonino, Wood, O.P. Wali

Paperback 9788126579808 **₹1,159.00**

Pages: 404

Description

This book follows the tradition of the previous editions by incorporating emerging trends in Mobile Computing and Commerce, IT Virtualization, Social Media, Cloud Computing and Management and Analysis of Big Data along with advances in more established areas of Information Technology. More templates, reference models and graphics have been added to make learning more appealing to senses, which enhance learner content engagement and retention. This edition has been adapted for Indian learners. Learners appreciate application of concepts in global as well as local context. Local context has been factored through localized cases, exercises and examples in both private and public domain. The extent of adaptation has been balanced to retain its global flavor.

Table of Contents

- Digital Technology Creates New Levers for Growth and Improved Performance
- Data Governance, IT Architecture, and Cloud Strategies
- Data Management, Big Data, and Business Intelligence
- Digital Networks and the Triple Bottom Line
- Cybersecurity, Risk Management, and Financial Crime
- Internet Technologies and Search Strategies
- Social Media Strategies and Metrics
- Retail, Mobile, and E-Commerce
- Tactical and Operational Support Systems
- Strategic Enterprise Systems
- Data Visualization and Geographic Systems
- IT Strategy and Balanced Scorecard
- Project Management and SDLC

To purchase this product, please visit:
https://www.wileyindia.com/information-technology-for-management-2ed-advancing-sustainable-profitable-business-growth.html

Scan to buy