



The Strategic Management of Information Systems: Building a Digital Strategy

By Joe Peppard, John Ward

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- 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.
- Presents 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.
- 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.
- **Peppard and Ward** discuss the key questions that managers have to grapple with of *where, when* and *how* to invest in IS/IT, which is why a IS/IT (or digital) strategy is required.

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Editorial Review

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.

About the Author

Joe Peppard is a Professor at the European School of Management and Technology, Berlin, Germany and an adjunct professor at the University of South Australia. The focus of his research, teaching and consulting is in the areas of leadership, strategy, innovation, organization design and business value realization in the context of digital technologies. Findings from his research have been widely published in academic and general business and management journals, including the prestigious Harvard Business Review, and he regularly presents his work at international conferences. Professor Peppard is also a Director of IT Alliance Group, an outsourcing and managed service provider, and a member of Ireland's eHealth Committee.

John Ward is Emeritus Professor at Cranfield University, School of Management. He was previously Professor of Strategic Information Systems and was Director of Cranfield's IS Research Centre from 1993–2004. He has published many papers in leading academic and business journals and is also co-author

of Benefits Management: How to Increase the Business Value of your IT Projects, published by John Wiley. Prior to joining Cranfield he worked in industry for 15 years and he has acted as a consultant to a range of major international corporations and public sector organisations. He is a Fellow of the Chartered Institute of Management Accountants and served two terms as President of the UK Academy for Information Systems.

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