



The Long Conversation: Maximizing Business Value from Information Technology Investment (IE Business Publishing)

Lorenzo, Kawalek, González, Ramdani

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For many years companies have been investing in enterprise systems and IT initiatives but they are now struggling to achieve the desired results. It takes a long time to make the best of your enterprise systems so businesses must stop looking for the next technology 'silver bullet' and instead maximize the value of existing IT investments.

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