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up to date in depth understanding of the methodologies available to aid in this complex process of multi criteria decision making It guides readers on the process of technology acquisition what methods to use to make IT investment decisions how to choose the technology and justify its selection and how the decision will impact the organization Unique to this textbook are both financial investment models and more complex decision making models from the field of management science so that readers can extend the analysis benefits to enhance and confirm their IT investment choices The wide range of methodologies featured in the book gives readers the opportunity to customize their best fit solutions for their unique IT decision situation. This textbook is especially ideal for educators and students involved in programs dealing with technology management operations management applied finance operations research and industrial engineering A complimentary copy of the Instructor's Manual and Test Bank and the PowerPoint presentations of the text materials are available for all instructors who adopt this book as a course text Please send your request to sales wspc com Services Marketing: People, Technology, Strategy (Ninth Edition) Jochen Wirtz, Christopher Lovelock, 2021-10-15 Services Marketing People Technology Strategy is the ninth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock extensively updated to feature the latest academic research industry trends and technology social media and case examples This book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research It features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view **Project Management Techniques and Innovations in** Information Technology Wang, John, 2012-04-30 This book presents the latest research case studies best practices and methodologies within the field of IT project management offering research from top experts around the world in a variety of IT project management applications and job sectors Provided by publisher **Information Technology Project Management** Kathy Schwalbe, 2018-08-06 Develop a strong understanding of IT project management as you learn to apply today's most effective project management tools and techniques with the unique approach found in Schwalbe's INFORMATION TECHNOLOGY PROJECT MANAGEMENT 9E Examine the latest developments and skills as you prepare for the Project Management Professional PMP or Certified Associate in Project Management CAPM exams This edition reflects content from the latest PMBOK Guide 6E and the Agile Practice Guide while providing a meaningful context for understanding project management Hundreds of timely examples highlight IT projects while discussion exercises and cases reinforce learning Examples from familiar companies featured in today's news and a guide to using Microsoft Project 2016 help you master IT project management skills that are marketable across the globe Important Notice Media content referenced within the product description or the product text may not be available in the ebook version Strategic Information Technology and Portfolio Management Tan, Albert Wee Kwan, Theodorou, Petros, 2009-03-31 The objectives of the proposed book are to provide techniques and tools appropriate for building application portfolios and develop strategies

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