



Align It: Business Impact Through It

By Richard Wyatt-Haines

Wiley. Paperback. Book Condition: New. Paperback. 470 pages. Dimensions: 9.1in. x 7.6in. x 1.1in. At last, here is a book that brings IT's relationship with business to life, and enables you to implement strategy rather than develop it. Richard Wyatt-Haines helps you see the true potential of IT in delivering the growth and success to which you aspire. Whilst you may have seen the chapter headings before, you won't have seen the topics approached in a manner that helps you understand the what, the why and the how, and then shows you what you have to do on the ground to deliver impact and success. In each chapter, Richard takes three different, but complementary, approaches to the topics: Touching - which links the underlying thinking with the world in which CEOs, IT managers and directors operate. Looking - which provides stories, case studies and examples to bring the topic to life. Doing - which tells you what actions you need to take. You can use all three approaches, or just follow the one that suits your own personality and learning preference best. Drawing on every ounce of his years of facilitating and speaking experience, Richard brings a passion to the topic that will...



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-- **Dr. Rowena Wiegand**

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