



Competitive Information in Small Businesses

By Thomas Chesney

Springer. Hardcover. Condition: New. 180 pages. Dimensions: 9.5in. x 6.5in. x 0.6in. This volume is about strategy and information systems, examining the relationship between these topics and the problems that small businesses face. It suggests some solutions, principally an approach to crafting strategy, developing new processes and designing information systems to support these processes that could realistically be used by the average small business, i. e. one with limited resources of time, money and knowledge. Emphasis is placed on the crucial role of creativity in the process of strategy and information system design, the importance of getting staff involved in these activities, and the vital issue of communication between strategists, software users, and information system developers, historically an area that has caused problems. This book treats those areas and shows how improvement can be achieved. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



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