



## Making IT Count (100 Cases)

*Nancy Olson, Leslie Willcocks, Peter Petherbridge*

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'Making IT Count: from strategy to implementation' focuses on the practical elements of delivering Information Technology strategy. Studies regularly show that over half of Information Technology strategies are never implemented, or are unsuccessful in delivering the desired results, and that a significant percentage of strategies implemented were never in the original plans. The linkage between strategy development and delivery needs a very clear focus; this is the key topic that the authors address.

The book highlights eight major fallacies in managing IT, and eighteen better practices. It then details how to draw up strategy, instigate navigation techniques and make sourcing decisions. Change and delivery are a major focus, as is infrastructure development. Caselets and full length case studies of organizations such as General Electric, Siemens, Colonial Mutual, Charles Schwab, Macquarie Bank, ICI, United Airlines, Norwich Union, Walgreens and Dell and have been included to show how strategies have been successfully implemented and managed.

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