Managing Technology

By Amy Zuckerman

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Managing Technology, Amy Zuckerman, Fast track route to managing technology Covers the key areas of technology management from knowing which technology trends count and managing technology change, to devising the right level of technology training and and selecting technologies that match your business strategy. Examples and lessons from some of the worlda s most successful businesses, including ACUNIA, Nextel, and Seven--Eleven Japan and ideas from the smartest thinkers, including Bill Gates, Steve Jobs, Marc Adreesen and Timothy Berners--Lee Includes a glossary of key concepts and a comprehensive resources guide.

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