

ПЕРЕВЕСТИ (1)

Information technology (IT) has always been a wild card in business, a source of opportunity and uncertainty, advantage and risk.

Business executives have often viewed the IT function with apprehension, seeing it as the province of technocrats primarily interested in new features that may have little relevance to real-world business problems.

ПЕРЕВЕСТИ (2)

Technology executives have often considered business managers to be shortsighted, lacking the vision to exploit all that technology has to offer.

Both struggle as they attempt to implement increasingly complex systems in the face of rapid change in business and technology.

And yet we have, since the inception of business computing, tightened our embrace of IT, and for good reason.

ПЕРЕВЕСТИ (3)

Despite exasperating moments, technology has become embedded in the way we define and execute strategy, the way we organize and lead businesses, and the way we define a unique value proposition. Indeed, the pace of IT evolution has been both dramatic and disconcerting.

ПЕРЕВЕСТИ (4)

The coevolution of technology, work, and the workforce over the last 40 years has dramatically influenced our concept of organizations and the industries within which they compete.

No longer simply a tool to support "back-office" transactions, IT has become a strategic part of most businesses, enabling the redefinition of markets and industries and the strategies and designs of firms competing within them.

ПЕРЕВЕСТИ (5)

Today's supersonic jets cross the Atlantic in three hours or less, and global communication networks carry information around the world in seconds.

Distance and time have become much less significant determinants of market and organizational structures and processes.

Moreover, information has become a major economic good, frequently exchanged in concert with, or even in place of, tangible goods and services.