

Foreword

This is a very timely and relevant book covering information and communications technology (ICT) in a time of high turbulence and uncertainty. It is suitable for a wide range of practitioners, academics, and students and I look forward to using it in my graduate level classes as well as recommending widely. The combination of up to date case studies, practical examples, workshops, and sections on future trends and conclusions provides an excellent coverage of material for executives in any size of company. The book is easy to read and it will be just as beneficial for managers & directors as it would be for undergraduate and postgraduate teaching.

The book has an international theme that reflects the wide-ranging nature of the ICT sector. Using the global case studies it is possible to gain significant learning from a wide range of ICT and business situations that confront the 21st. century decision-maker. This book gives an honest appraisal of the advantages and disadvantages of introducing ICT into modern, complex, changing organisations. The successes and failures of implementing ICT are shared with the reader in equal measure to ensure the right decisions are made for the good of your organisation. Current and prospective managers, from all sizes of firm, can use the practical material to ensure they gain the greatest benefit from their investment in ICT. (it is even more relevant as organisations around the world are trying to cut costs at the same time as using ICT to compete fiercely with their rivals).

To underpin understanding of what, in normal circumstances, might be viewed as a complex area, the book also provides a coherent flow of material to aid the management of a company's crucial ICT resource and thus unravels and sheds light on the critical *people, culture and technology dynamics* that are essential to craft ICT-based business and technology strategy. Specifically, the first part of the book identifies the importance of having a robust strategy in place before embarking on the implementation of ICT; once this strategy is in place the second part shows the range of tools, techniques, methods, and methodologies that are available to

implement your plan; and the third part of the book identifies the challenges that confront modern organisations as they strive to utilise ICT as a strategic weapon at a time of major change.

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