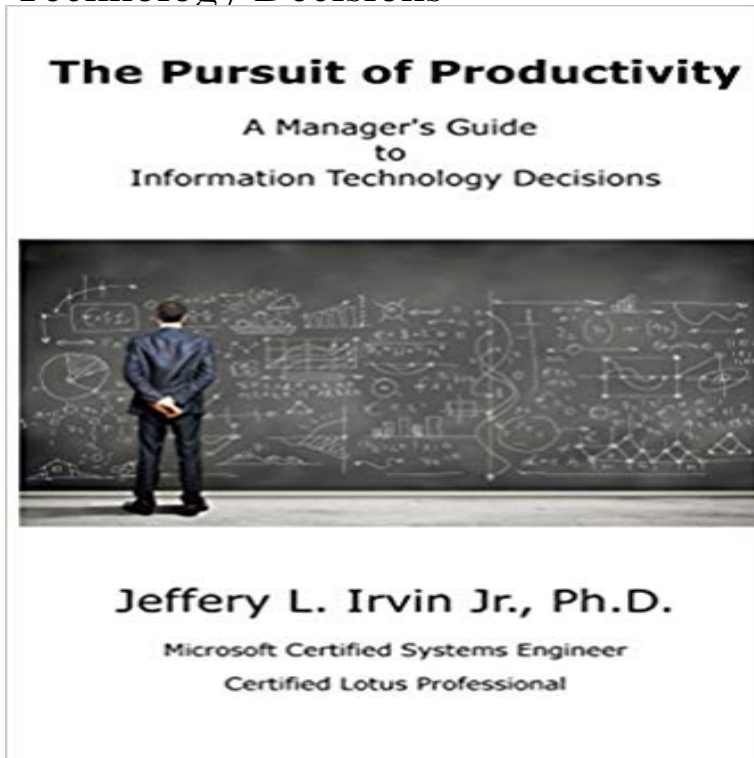


# The Pursuit of Productivity: A Managers Guide to Information Technology Decisions



The Pursuit of Productivity: A Managers Guide to Information Technology Decisions is a tutorial for the general manager who has been tasked with deploying information technology solutions within an existing organization. The goal of this book is to provide the manager with a basic vocabulary and understanding of the world of information technology. This will enable him/her to effectively communicate his/her needs to professional information technology consultants, vendors, and the IT staff with whom they work. This will help the manager to make good information technology decisions for the organization. The chief purpose of information technology, in any organization, is to achieve greater productivity. It is towards the goal of productivity that all the efforts of a manager are necessarily directed, especially when it comes to information technology. This book is a starting place for the manager who wants to familiarize his/her self with the world of the Internet and information technology. This book provides the manager with a birds-eye view of things like the cloud, virtualization, computer networks, and how all of these things require a holistic approach when it comes to their implementation. Every good manager understands that a productive organization is one in which all the parts are working effectively toward the same goal. This is no less true when it comes to the implementation of information technology. Those managers tasked with implementing new information technology must always remember that it is not technology that makes an organization effective, it is people, and how they use technology to achieve the objectives of the organization. So, this book is based on the central principle that people, not technology, make an organization productive. Technology merely helps these people to do even more, faster.

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