

The Business Value Of Using Agile Project Management For

Plain English guidance for strategic business analytics and big data implementation In today's challenging economy, business analytics and big data have become more and more ubiquitous. While some businesses don't even know where to start, others are struggling to move from beyond basic reporting. In some instances management and executives do not see the value of analytics or have a clear understanding of business analytics vision mandate and benefits. Win with Advanced Analytics focuses on integrating multiple types of intelligence, such as web analytics, customer feedback, competitive intelligence, customer behavior, and industry intelligence into your business practice. Provides the essential concept and framework to implement business analytics Written clearly for a nontechnical audience Filled with case studies across a variety of industries Uniquely focuses on integrating multiple types of big data intelligence into your business Companies now operate on a global scale and are inundated with a large volume of data from multiple locations and sources: B2B data, B2C data, traffic data, transactional data, third party vendor data, macroeconomic data, etc. Packed with case studies from multiple countries across a variety of industries, Win with Advanced Analytics provides a comprehensive framework and applications of how to leverage business analytics/big data to outpace the competition.

In the e-business economy, managers are faced with too much data and too little meaningful information about markets, customers, products, company operations and finances. Their greatest challenge is to identify, manage and use the right information to compete. Information management is too important to a company's performance and growth to be delegated primarily to IT, information or financial specialists. This book is based on the idea that information management is the responsibility of every manager. Managers may not be IT specialists, but they must create the conditions for effective information use that creates real business value. Donald Marchand and his colleagues at IMD invite you to learn your information responsibilities, so your company can use information faster, better and smarter than the competition. By using the business framework of 'strategic information alignment,' this book shows how information can create business value through delighting customers, being more innovative, managing risks and being the low-cost leader in your markets and industries. Learn the why, what and how of better information use and management in your company. At last, here is a book about managing information written specifically for business managers. Developed from the executive teaching, consulting and real world research of a team of faculty who work with the world's leading global companies every day, this book provides managers with the mindset and guidance to leverage the company's capabilities to use and manage information to create business value.

In order to maximize IT resources and justify IT expenditures, CIO's and other IT managers must be able to identify meaningful metrics and explain them in a way that management can understand. *The Business Value of IT: Managing Risks, Optimizing Performance, and Measuring Results* solves this problem by providing practical answers to these questions: What does IT contribute to the business? Why should we care about IT governance? How can we best measure IT performance? How do we mitigate the risks associated with change? Leading consultants Michael D. Harris, David E. Herron, and Stasia Iwanicki share their real-world experiences to explain how you can demonstrate IT's value, and potentially find extra value you didn't know your IT organization creates. They also show how to apply risk management to process improvement and avoid unintended consequences of process improvement programs. The text provides the understanding required to discover the processes necessary to: prioritize your organization's IT activities, identify alternative measurement frameworks, and evaluate the best approaches to outsourcing. Many IT organizations have successfully implemented the techniques described in this book to increase their business value. This work identifies the organizational and cultural obstacles you need to remove to get started along the same path.

Playful and thought-provoking, *The Art of Business Value* explores what business value means, why it matters, and how it should affect your software development and delivery practices. More than any other IT delivery approach, DevOps (and Agile thinking in general) makes business value a central concern. This book examines the role of business value in software and makes a compelling case for why a clear understanding of business value will change the way you deliver software.

"Do you really understand what business value is? Information technology can and should deliver business value. But the Agile literature has paid scant attention to what business value means—and how to know whether or not you are delivering it. This problem becomes ever more critical as you push value delivery toward autonomous teams and away from requirements "tossed over the wall" by business stakeholders. An empowered team needs to understand its goal! Playful and thought-provoking, *The Art of Business Value* explores what business value means, why it matters, and how it should affect your software development and delivery practices. More than any other IT delivery approach, DevOps (and Agile thinking in general) makes business value a central concern. This book examines the role of business value in software and makes a compelling case for why a clear understanding of business value will change the way you deliver software. This book will make you think deeply about not only what it means to deliver value but also the relationship of the IT organization to the rest of the enterprise. It will give you the language to discuss value with the business, methods to cut through bureaucracy and strategies for incorporating Agile teams and culture into the enterprise. Most of all, this book will startle you into new ways of thinking about the cutting-edge of Agile practice and where it may lead."

To stay competitive in today's market, organizations need to adopt a culture of customer-centric practices that focus on outcomes rather than outputs. Companies that live and die by outputs often fall into the "build trap," cranking out features to meet their schedule rather than the customer's needs. In this book, Melissa Perri explains how laying the foundation for great product management can help companies solve real customer problems while achieving business goals. By understanding how to communicate and collaborate within a company structure, you can create a product culture that benefits both the business and the customer. You'll learn product management principles that can be applied to any organization, big or small. In five parts, this book explores: Why organizations ship features rather than cultivate the value those features represent How to set up a product organization that scales How product strategy connects a company's vision and economic outcomes back to the product activities How to identify and pursue the right opportunities for producing value through an iterative product framework How to build a culture focused on successful outcomes over outputs

The field of social entrepreneurship is attracting attention from multiple industries. Social entrepreneurs are responsible for finding ways to creatively contribute to society by providing affordable products and services. *Creating Business Value and Competitive Advantage With Social Entrepreneurship* is a useful scholarly resource that examines the broad topic of social entrepreneurship by looking at relevant theoretical frameworks and fundamental terms. Focused on topics such as creating business value, promoting social entrepreneurship, and enacting programs of social change, this book provides the latest research and practical solutions concerning social entrepreneurship. The source proves valuable to academicians, researchers, entrepreneurship practitioners, and individuals interested in learning more about social entrepreneurship.

How to Transform Your Organization with Analytics: Insider Lessons from IBM's Pioneering Experience Analytics is not just a technology: It is a better way to do business. Using analytics, you can systematically inform human judgment with data-driven insight. This doesn't just improve decision-making: It also enables greater innovation and creativity in support of strategy. Your transformation won't happen overnight; however, it is absolutely achievable, and the rewards are immense. This book demystifies your analytics journey by showing you how IBM has successfully leveraged analytics across the enterprise, worldwide. Three of IBM's pioneering analytics practitioners share invaluable real-world perspectives on what does and doesn't work and how you can start or accelerate your own transformation. This book provides an essential framework for becoming a smarter enterprise and shows through 31 case studies how IBM has derived value from analytics throughout its business. Coverage Includes Creating a smarter workforce through big data and analytics More effectively optimizing supply chain processes Systematically improving financial forecasting Managing financial risk, increasing operational efficiency, and creating business value

Reaching more B2B or B2C customers and deepening their engagement
Optimizing manufacturing and product management processes
Deploying your sales organization to increase revenue and effectiveness
Achieving new levels of excellence in services delivery and reducing risk
Transforming IT to enable wider use of analytics
“Measuring the immeasurable” and filling gaps in imperfect data
Whatever your industry or role, whether a current or future leader, analytics can make you smarter and more competitive. Analytics Across the Enterprise shows how IBM did it--and how you can, too. Learn more about IBM Analytics
Get to better, more effective strategy. In nearly every business segment and corner of the world economy, the most successful companies dramatically outperform their rivals. What is their secret? In Better, Simpler Strategy, Harvard Business School professor Felix Oberholzer-Gee shows how these companies achieve more by doing less. At a time when rapid technological change and global competition conspire to upend traditional ways of doing business, these companies pursue radically simplified strategies. At a time when many managers struggle not to drown in vast seas of projects and initiatives, these businesses follow simple rules that help them select the few ideas that truly make a difference. Better, Simpler Strategy provides readers with a simple tool, the value stick, which every organization can use to make its strategy more effective and easier to execute. Based on proven financial mechanics, the value stick helps executives decide where to focus their attention and how to deepen the competitive advantage of their business. How does the value stick work? It provides a way of measuring the two fundamental forces that lead to value creation and increased financial success—the customer's willingness-to-pay and the employee's willingness-to-sell their services to the business. Companies that win, Oberholzer-Gee shows, create value for customers by raising their willingness-to-pay, and they provide value for talent by lowering their willingness-to-sell. The approach, proven in practice, is entirely data driven and uniquely suited to be cascaded throughout the organization. With many useful visuals and examples across industries and geographies, Better, Simpler Strategy explains how these two key measures enable firms to gauge and improve their strategies and operations. Based on the author's sought-after strategy course, this book is your must-have guide for making better strategic decisions.

Managing Knowledge Assets and Business Value Creation in Organizations: Measures and Dynamics provides an advanced, state-of-the-art understanding of the links between the knowledge assets dynamics and the business value creation. This publication focuses on the theory, models, approaches, methodologies, tools and techniques for measuring and managing organizational knowledge assets dynamics supporting and driving business performance improvements. This comprehensive work is a substantial contribution to the field in terms of theory, methodology and applications to replicate, support and challenge existing studies and offer new applications of existing theory and approaches.

The tangible value of increased water efficiency, reuse and recycling and improved social license to operate are moving more companies to adopt water stewardship strategies. This book frames an expanded strategy for water stewardship and business value creation, including brand value, that benefits a range of stakeholders including consumers, customers, investors and employees. The book shows that until recently the linkage between full business value and water stewardship has been missing from the corporate agenda. This linkage and value creation from a leading water strategy is increasingly important to socially responsible investors and "aspirationals" who value companies that have a social mission or focus to their overall business strategy. In general the largest portion of a company's market capitalization is intangible value and understanding how a water strategy contributes to this intangible value is essential. The authors include cases studies and a framework or path forward to guide companies as they seek to build leading water strategy that goes beyond water stewardship to drive full business value from this investment. The book establishes the linkages and value from an integrated water and business strategy and an approach for companies to follow.

This second edition of the Handbook of Employee Selection has been revised and updated throughout to reflect current thinking on the state of science and practice in employee selection. In this volume, a diverse group of recognized scholars inside and outside the United States balance theory, research, and practice, often taking a global perspective. Divided into eight parts, chapters cover issues associated with measurement, such as validity and reliability, as well as practical concerns around the development of appropriate selection procedures and implementation of selection programs. Several chapters discuss the measurement of various constructs commonly used as predictors, and other chapters confront criterion measures that are used in test validation. Additional sections include chapters that focus on ethical and legal concerns and testing for certain types of jobs (e.g., blue collar jobs). The second edition features a new section on technology and employee selection. The Handbook of Employee Selection, Second Edition provides an indispensable reference for scholars, researchers, graduate students, and professionals in industrial and organizational psychology, human resource management, and related fields.

"Offers a practical, close-up examination of how a manager or executive can best determine whether a new technology expenditure is justified by a business need."
- cover.

Measuring the Business Value of Information Technology deals with computers/software.

Building Business Value through Talent uniquely describes how a CEO and CHRO can accelerate business growth by working together to design and operationalize value-driven talent strategies.

The ultimate guide to assessing and exploiting the customer value and revenue potential of the Cloud A new business model is sweeping the world—the Cloud.

And, as with any new technology, there is a great deal of fear, uncertainty, and doubt surrounding cloud computing. *Cloudonomics* radically upends the conventional wisdom, clearly explains the underlying principles and illustrates through understandable examples how Cloud computing can create compelling value—whether you are a customer, a provider, a strategist, or an investor. *Cloudonomics* covers everything you need to consider for the delivery of business solutions, opportunities, and customer satisfaction through the Cloud, so you can understand it—and put it to work for your business. *Cloudonomics* also delivers insight into when to avoid the cloud, and why. Quantifies how customers, users, and cloud providers can collaborate to create win-wins Reveals how to use the Laws of *Cloudonomics* to define strategy and guide implementation Explains the probable evolution of cloud businesses and ecosystems Demolishes the conventional wisdom on cloud usage, IT spend, community clouds, and the enterprise-provider cloud balance Whether you're ready for it or not, Cloud computing is here to stay. *Cloudonomics* provides deep insights into the business value of the Cloud for executives, practitioners, and strategists in virtually any industry—not just technology executives but also those in the marketing, operations, economics, venture capital, and financial fields.

For the first time, enjoy Mark Schwartz's two books on IT leadership in the modern enterprise world in one ebook bundle. *A Seat at the Table* and *The Art of Business Value* pave the path for the modern CIO and IT department.

This book will appeal primarily to postgraduate business studies students who seek to better understand how to use technology to improve organizational performance. It provides insights into how technology can both positively and negatively influence the way we create, share, and act upon information and knowledge. Taking as a starting point the premise that we now live and operate in a knowledge intensive, information-driven world, where data is arguably the most valuable resource any organization possesses, it argues that we cannot see technology simply as a commodity or a cost to the business. Therefore, every organizational decision-maker must be more aware of the impact technology can have on the knowledge practices and habits of employees, building and sustaining collaborative relationships, and the ability to realise strategic goals in a dynamic and highly competitive environment.

Master's Thesis from the year 2015 in the subject Business economics - Miscellaneous, grade: 1, University of Vienna (Institut für Betriebswirtschaftslehre), course: E-Business, language: English, abstract: The era of information technologies (hereafter IT) has led to a shift from exchanging goods to services and at the same time to a tremendous increase of companies operating in the field of electronic business. As continuous changes of the environment take place in this field, it is crucial for the companies to come up with new technologies and solutions on a regular basis (Oliveira et al. 2002). This complex condition leads to on-going development, adaptation and maintenance of eServices, which are seen as a central part of any electronic business activity due to their contribution to interactivity, connectivity, increase of customer satisfaction as well as mass customization (Sheth and Sharma 2007). Succeeding in these mentioned tasks guarantees long-term benefits for the companies, helps them to achieve their stated targets, as well as to retain a strong competitive advantage, which is of a great importance. However, eServices need to be managed properly in order to really be a benefit for the company. One of these fundamental management tasks includes the continuous business value assessment of eServices, which is not only suitable for the calculation of the business value, but is also able to indicate, whether the eService contributes to the

achievement of the company's key performance indicators and how well it performs. The assessment of eServices business value is conducted using appropriate methods and metrics, which lies the midpoint of this Master thesis examination.

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The importance of demonstrating the value achieved from IT investments is long established in the Computer Science (CS) and Information Systems (IS) literature. However, emerging technologies such as the ever-changing complex area of cloud computing present new challenges and opportunities for demonstrating how IT investments lead to business value. Recent reviews of extant literature highlights the need for multi-disciplinary research. This research should explore and further develops the conceptualization of value in cloud computing research. In addition, there is a need for research which investigates how IT value manifests itself across the chain of service provision and in inter-organizational scenarios. This open access book will review the state of the art from an IS, Computer Science and Accounting perspective, will introduce and discuss the main techniques for measuring business value for cloud computing in a variety of scenarios, and illustrate these with mini-case studies.

In today's challenging commercial environment, many business projects are now categorized as strategic investment with the primary concern being value impact on an organization's bottom line. This title equips project managers with the skills necessary to effectively manage projects as strategic investments.

Managing IT Performance to Create Business Value provides examples, case histories, and current research for critical business issues such as performance measurement and management, continuous process improvement, knowledge management, risk management, benchmarking, metrics selection, and people management. It gives IT executives strategies for improving IT performance and delivering value, plus it guides them in selecting the right metrics for their IT organizations. Additionally, it offers knowledge management strategies to mature an organization, shows how to manage risks to exploit opportunities and prepare for threats, and explains how to baseline an IT organization's performance and measure its improvement. Consisting of 10 chapters plus appendices, the book begins with an overview of performance-based strategic planning, after which it discusses the development of a quality improvement (QI) plan, establishing benchmarks, and measuring performance improvements. It covers how to design IT-specific measures and financial metrics as well as the establishment of a software measurement program. From there, it moves on to designing people improvement systems and discusses such topics as leadership, motivation, recruitment, and employee appraisal. The final few chapters show how to use balanced scorecards to manage

and measure knowledge-based social enterprising and to identify, analyze, and avoid risks. In addition to covering new methods and metrics for measuring and improving IT processes, the author looks at strategies for measuring product development and implementing continuous innovation. The final chapter considers customer value systems and explains how to use force field analysis to listen to customers with the goal of improving customer satisfaction and operational excellence.

"This book provides concepts of strategic analytics and strategic analytics applications in each area of management i.e. market dynamics, customer analysis, operations, and people management with the goal of presenting best industry practices for turning managers into quantitative analysts or quantitative analysts and finally into expert strategists"--

Annotation A call for IT and business managers to reformulate the way they manage IT, this book contends that if IT is to deliver business value, it should be measured in core business terms such as customer satisfaction, revenue growth, and profitability.

Leading academic research and industry best practices are synthesized, and principles and strategies are presented for managing for optimum IT business value, the IT budget, and the IT organization's capability. In a time when IT spending is reduced and IT organizations are often perceived as cost centers, a necessary and timely counterbalance is provided, and the argument is made that IT investments can and should be linked directly to enterprise business indicators. Also discussed is how IT spending should improve corporate profitability and how the relationship between IT initiatives and business indicators should be explicit and empirical.

The number one guide to corporate valuation is back and better than ever Thoroughly revised and expanded to reflect business conditions in today's volatile global economy, Valuation, Fifth Edition continues the tradition of its bestselling predecessors by providing up-to-date insights and practical advice on how to create, manage, and measure the value of an organization. Along with all new case studies that illustrate how valuation techniques and principles are applied in real-world situations, this comprehensive guide has been updated to reflect new developments in corporate finance, changes in accounting rules, and an enhanced global perspective. Valuation, Fifth Edition is filled with expert guidance that managers at all levels, investors, and students can use to enhance their understanding of this important discipline. Contains strategies for multi-business valuation and valuation for corporate restructuring, mergers, and acquisitions Addresses how you can interpret the results of a valuation in light of a company's competitive situation Also available: a book plus CD-ROM package (978-0-470-42469-8) as well as a stand-alone CD-ROM (978-0-470-42457-7) containing an interactive valuation DCF model Valuation, Fifth Edition stands alone in this field with its reputation of quality and consistency. If you want to hone your valuation skills today and improve them for years to come, look no further than this book.

The Business Value of Agile Software Methods Maximizing ROI with Just-in-time Processes and Documentation J. Ross Publishing

This text examines a variety of important knowledge-related topics, such as the use of informal networks, communities of practice, the impact of knowledge on successful alliances, and social capital and trust.

Whether to continue using traditional cost and benefit analysis methods such as systems and software engineering standards or to use a relatively new family of software development processes known as Agile methods is one of most prevalent

questions within the information technology field today. Since each family of methods has its strengths and weaknesses, the question being raised by a growing number of executives and practitioners is: Which family of methods provides the greater business value and return on investment (ROI)? Whereas traditional methods have been in use for many decades, Agile methods are still a new phenomenon and, until now, very little literature has existed on how to quantify the business value of Agile methods in economic terms, such as ROI and net present value (NPV). Using cost of quality, total cost of ownership, and total life cycle cost parameters, *The Business Value of Agile Software Methods* offers a comprehensive methodology and introduces the industry's initial top-down parametric models for quantifying the costs and benefits of using Agile methods to create innovative software products. Based on real-world data, it illustrates the first simple-to-use parametric models of Real Options for estimating the business value of Agile methods since the inception of the Nobel prize winning Black-Scholes formulas. Numerous examples on how to estimate the costs, benefits, ROI, NPV, and real options of the major types of Agile methods such as Scrum, Extreme Programming and Crystal Methods are also included. In addition, this reference provides the first comprehensive compilation of cost and benefit data on Agile methods from an analysis of hundreds of research studies. *The Business Value of Agile Software Methods* shatters key myths and misconceptions surrounding the modern-day phenomenon of Agile methods for creating innovative software products. It provides a complete business value comparison between traditional and Agile methods. The keys to maximizing the business value of any method are low costs and high benefits and the business value of Agile methods, when compared to traditional methods, proves to be very impressive. Agile methods are a new model of project management that can be used to improve the success, business value, and ROI of high-risk and highly complex IT projects in today's dynamic, turbulent, and highly uncertain marketplace. If you are an executive, manager, scholar, student, consultant or practitioner currently on the fence, you need to read this book!

Brand building is a competitive advantage that organizations can leverage to multiply their value. Artificial intelligence (AI), is a recent phenomenon that enables organizations reduce errors, build efficiencies and increase profitability, thereby freeing their human capital to perform more intellectual tasks. This book presents the case for building brands effectively and optimally using AI, thereby enhancing the overall value of the organization. This book is ideal for entrepreneurs, investors, CEOs, and brand managers as it provides them with pathways of using AI to build brands and create value. It can be used as a textbook in courses on brand management and as a supplemental text in marketing management courses. It is especially relevant today, where many enterprises are being founded by non-marketing professionals.

The book addresses the practical needs of executives responsible for planning, budgeting & justifying information technology expenditures. Written by the former chief information executive (1956-1978) & vice president of strategic planning (1978-1985), author of the widely acclaimed & translated *INFORMATION PAYOFF - THE TRANSFORMATION OF WORK IN THE ELECTRONIC AGE* (Free Press, 1985), lecturer & university professor. Reviews: "A New Bible for Management Information Systems. An eminently readable book made more so by a playful sense of humor" -*Information Week*-; "Strips away obfuscation that has concealed the real value of

computers." (The Financial Post); "A true path to the Holy Grail of business value." (Computer Weekly); "Some surprising answers to familiar questions cast new light on investing profitably in computer hardware & software." (The Conference Board); "All those either transfixed or baffled by the powers & potential of computers would do well to heed Strassmann's advice." (Daily Telegraph); "Measuring managerial productivity is the key to knowing how to invest in information technology. Strassmann's new book sets out the results of his research in detail. His argument comes through clearly." (The Financial Times).

The second edition of Benefits Management has been updated with current examples, further insights from experience and recent research. It shows how the enduring challenges achieving business value from information systems and technology projects can be addressed successfully. The approach, which is synthesized from best practices, sound theories and proven techniques from a range of management disciplines, is exemplified from the authors' extensive experience of working with a wide range of organizations. The book includes examples from a wide variety of projects including non-IT projects. The book is written in an accessible style, ideal for practicing managers, and includes check lists and templates for using the processes, tools and techniques and real-life case studies of their application and impacts. The book now also includes: International survey results that reinforce the importance of the topic, the key management issues and evidence of how the more successful organizations' practices are closely aligned with those described in the book. A Benefits Management Maturity diagnostic which enables organizations to understand the reasons for their current investment success levels and then how to increase them. Discussion of the role and contribution Project Management Offices (PMOs): how they can improve the delivery of value IT projects. Further practical advice and guidance on Program and Portfolio Management, including findings from the authors' recent research in several large organizations.

Advanced Analytics Methodologies is today's definitive guide to analytics implementation for MBA and university-level business students and sophisticated practitioners. Its expanded, cutting-edge coverage helps readers systematically "jump the gap" between their organization's current analytical capabilities and where they need to be. Step by step, Michele Chambers and Thomas Dinsmore help readers customize a complete roadmap for implementing analytics that supports unique corporate strategies, aligns with specific corporate cultures, and serves unique customer and stakeholder communities. Drawing on work with dozens of leading enterprises, Michele Chambers and Thomas Dinsmore provide advanced applications and examples not available elsewhere, describe high-value applications from many industries, and help you systematically identify and deliver on your company's best opportunities. They show how to: Go beyond the Analytics Maturity Model: power your unique business strategy with an equally focused analytics strategy Link key business objectives with core characteristics of your organization, value chain, and stakeholders Take advantage of game changing opportunities before competitors do Effectively integrate the managerial and operational aspects of analytics Measure performance with dashboards, scorecards, visualization, simulation, and more Prioritize and score prospective analytics projects Identify "Quick Wins" you can implement while you're planning for the long-term Build an effective Analytic Program Office to make your roadmap persistent Update and revise your roadmap for new needs and technologies This advanced text will serve the needs of students and faculty studying cutting-edge analytics techniques, as well as experienced analytics leaders and professionals including Chief Analytics Officers; Chief Data Officers; Chief Scientists; Chief

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Marketing Officers; Chief Risk Officers; Chief Strategy Officers; VPs of Analytics or Big Data; data scientists; business strategists; and many line-of-business executives.

"This book provides evidence-based insights into the management and contribution of IT in organizations, to offer practical advice & solutions, models and tools that are instrumental in getting business value from IT"--Provided by publisher.

"For software developers of all experience levels looking to improve their results, and design and implement domain-driven enterprise applications consistently with the best current state of professional practice, Implementing Domain-Driven Design will impart a treasure trove of knowledge hard won within the DDD and enterprise application architecture communities over the last couple decades." –Randy Stafford, Architect At-Large, Oracle Coherence Product Development "This book is a must-read for anybody looking to put DDD into practice." –Udi Dahan, Founder of NServiceBus Implementing Domain-Driven Design presents a top-down approach to understanding domain-driven design (DDD) in a way that fluently connects strategic patterns to fundamental tactical programming tools. Vaughn Vernon couples guided approaches to implementation with modern architectures, highlighting the importance and value of focusing on the business domain while balancing technical considerations. Building on Eric Evans' seminal book, Domain-Driven Design, the author presents practical DDD techniques through examples from familiar domains. Each principle is backed up by realistic Java examples—all applicable to C# developers—and all content is tied together by a single case study: the delivery of a large-scale Scrum-based SaaS system for a multitenant environment. The author takes you far beyond "DDD-lite" approaches that embrace DDD solely as a technical toolset, and shows you how to fully leverage DDD's "strategic design patterns" using Bounded Context, Context Maps, and the Ubiquitous Language. Using these techniques and examples, you can reduce time to market and improve quality, as you build software that is more flexible, more scalable, and more tightly aligned to business goals. Coverage includes Getting started the right way with DDD, so you can rapidly gain value from it Using DDD within diverse architectures, including Hexagonal, SOA, REST, CQRS, Event-Driven, and Fabric/Grid-Based Appropriately designing and applying Entities—and learning when to use Value Objects instead Mastering DDD's powerful new Domain Events technique Designing Repositories for ORM, NoSQL, and other databases

"Addressing questions raised by managers and researchers over the last decade on the business value of information technology (IT), this book provides business professionals with a more precise rationale for making IT investments by detailing how computerization does not automatically create business value, but is one essential component that should be coupled with organizational changes such as new strategies, new business processes, and new organizational structures."

Most business owners run their businesses without giving business valuation and exit planning much thought. Building business value and ultimately transitioning that business is a process that is very different from running a business. Roughly 83 percent of businesses that attempt a transition never complete a transaction. That means that only 17 percent of business owners exit successfully - and most of those have one thing in common. They are prepared. This book provides the road map business owners need to build massive value and start moving toward a successful transition.

Web 2.0 makes headlines, but how does it make money? This concise guide explains what's different about Web 2.0 and how those differences can improve your company's bottom line. Whether you're an executive plotting the next move, a small business owner looking to expand, or an entrepreneur planning a startup, Web 2.0: A Strategy Guide illustrates through real-life examples how businesses, large and small, are creating new opportunities on today's Web. This book is about strategy. Rather than focus on the technology, the examples concentrate on its effect. You will learn that creating a Web 2.0 business, or integrating Web 2.0 strategies

with your existing business, means creating places online where people like to come together to share what they think, see, and do. When people come together over the Web, the result can be much more than the sum of the parts. The customers themselves help build the site, as old-fashioned "word of mouth" becomes hypergrowth. *Web 2.0: A Strategy Guide* demonstrates the power of this new paradigm by examining how: Flickr, a classic user-driven business, created value for itself by helping users create their own value Google made money with a model based on free search, and changed the rules for doing business on the Web—opening opportunities you can take advantage of Social network effects can support a business—ever wonder how FaceBook grew so quickly? Businesses like Amazon tap into the Web as a source of indirect revenue, using creative new approaches to monetize the investments they've made in the Web Written by Amy Shuen, an authority on Silicon Valley business models and innovation economics, *Web 2.0: A Strategy Guide* explains how to transform your business by looking at specific practices for integrating Web 2.0 with what you do. If you're executing business strategy and want to know how the Web is changing business, this book is for you.

In business, driving value is a key strategy and typically starts at the top of an organization. In today's digital age, driving software value is also an important, and often overlooked, key strategy. Executives, and the corporate board, need to expect the highest level of business value from the software the organization is developing, buying, and selling. In today's digital transformation marketplace, it is imperative that organizations start driving business value from software development initiatives. For many years, the cost of software development challenged organizations with questions such as: How do we allocate software development costs? Should these costs be considered an overhead expense? Are we getting the most value possible for our investment? A fundamental problem has been built into these questions – the focus on cost. In almost every other part of the organization, maximizing profit or, in the case of a not-for-profit, maximizing the funds available, provides a clear focus with metrics to determine success or failure. In theory, simply aligning software spending with the maximizing profit goals should be sufficient to avoid any questions about value for money. Unfortunately, this alignment hasn't turned out to be so simple, and the questions persist, particularly at the strategic or application portfolio level. In this book, Michael D.S. Harris describes how a software business value culture—one where all stakeholders, including technology and business—have a clear understanding of the goals and expected business value from software development. The book shows readers how they can transform software development from a cost or profit center to a business value center. Only a culture of software as a value center enables an organization to constantly maximize business value flow through software development. If your organization is starting to ask how it can change software from a cost-center to a value-center, this book is for you.

Discover the true value of Developer Relations as you learn to build and maintain positive relationships with your developer community. Use the principles laid out in this book to walk through your company goals and discover how you can formulate a plan tailored to your specific needs. First you will understand the value of a technical community: why you need to foster a community and how to do it. Then you will learn how to be involved in community building on a daily basis: finding the right audience, walking the tightrope between representing the company and building a personal brand, in-person events, and more. Featuring interviews with Developer Relations professionals from many successful companies including Red Hat, Google, Chef, Docker, Mozilla, SparkPost, Heroku, Twilio, CoreOS, and more, and with a foreword by Jono Bacon, *The Business Value of Developer Relations* is the perfect book for anyone who is working in the tech industry and wants to understand where DevRel is now and how to get involved. Don't get left behind – join the community today. What You'll Learn Define community and sell community to your company Find, build, and engage with the

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community Determine how and when to hire community managers Build your own personal brand Who This Book Is For Any business leaders/owners/stakeholders in the tech industry, tech evangelists, community managers or developer advocates.

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