

Handbook of Research on IT Applications for Strategic Competitive Advantage and Decision Making

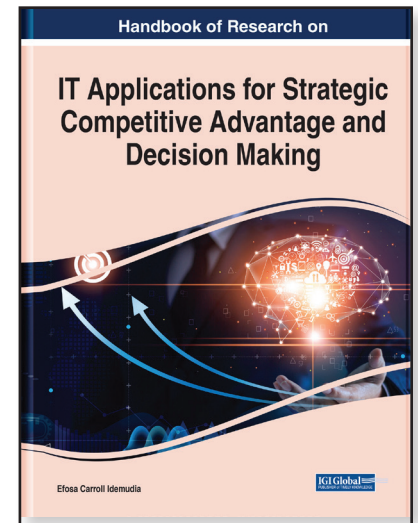
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

To date, a plethora of companies and organizations are investing vast amounts of money on the latest technologies. Information technology can be used to improve market share, profits, sales, competitive advantage, and customer/employee satisfaction. Unfortunately, the individuals meant to use these technologies are not well equipped on how to effectively and efficiently use these tools for competitive advantage and decision making.

The **Handbook of Research on IT Applications for Strategic Competitive Advantage and Decision Making** is a collection of innovative research relevant to the methodologies, theoretical frameworks, and latest empirical research findings in information technology applications, strategic competitive advantage, and decision making. While highlighting topics including agility, knowledge management, and business intelligence, this book is ideally designed for information technology professionals, academics, researchers, managers, executives, and government officials interested in using information technology for strategic competitive advantage and better decision making.



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