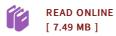# Organizing for Networked Information Technologies: Cases in Process Integration and Transformation

By Jens Horluck, Pernille Kraemmergaard, Morten Rask, Jeremy Rose

Aarhus University Press. Paperback. Book Condition: new. BRAND NEW, Organizing for Networked Information Technologies: Cases in Process Integration and Transformation, Jens Horluck, Pernille Kraemmergaard, Morten Rask, Jeremy Rose, This text provides seven practical examples of how Danish companies implemented new information technology in order to transform their internal and external business processes. The purpose of the book is to share some of the concerns and hopes of the companies' during this implementation process, with each case study reporting on the problems met by a particular company. The seven case studies concern international Danish firms that have been through marriage of complex innovation concepts of their supporting networked IT. A common trait, echoed in each of the cases, is networked-based interaction. Three of the cases take as their departure point a company's marketing effort and its utilisation of the Internet for interaction with its customers. Three further cases take a more internal departure point - the use of ERP systems to transform business processes. This book is the result of a project successfully integrating researchers from various disciplines: engineering, management, production, marketing and information systems.

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