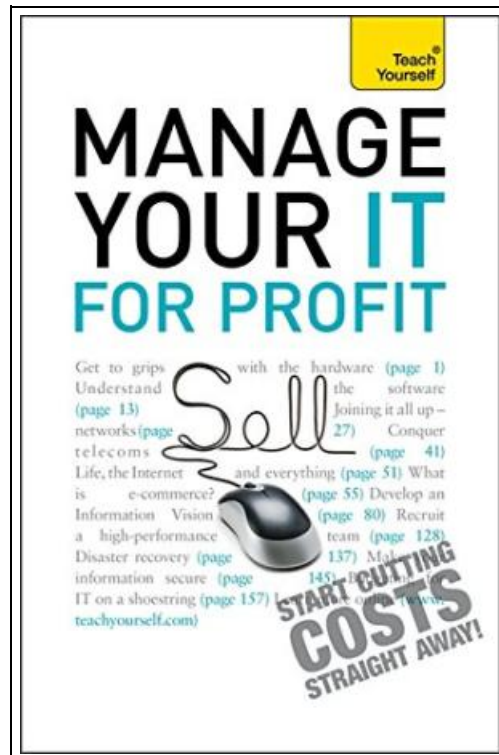


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Hodder Stoughton General Division, United Kingdom, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Manage Your IT for Profit will help those who manage what they do not understand ! Written with humour and sound practicality, this guide is intended for the business owners and managers who need to understand the implications of technology in their business and to know how to utilize the information it provides to their maximum advantage and profit. It lessens the risk of your having the wool pulled over your eyes and reduces the fear of technology. Just as you need to understand balance sheets, profit and loss accounts and other financial metrics, you need to understand the language of IT. This book, organized so that each chapter can be easily completed in a day, is the perfect solution for the busy owner/manager. NOT GOT MUCH TIME? One, five and ten-minute introductions to key principles to get you started. AUTHOR INSIGHTS Lots of instant help with common problems and quick tips for success, based on the author s many years of experience. TEST YOURSELF Tests in the book and online to keep track of your progress. EXTEND YOUR KNOWLEDGE Extra online articles to give you a richer understanding of how to manage your IT. FIVE THINGS TO REMEMBER Quick refreshers to help you remember the key facts. TRY THIS Innovative exercises illustrate what you ve learnt and how to use it.



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