



Business Analysis

Malcolm Eva, Keith Hindle, Craig Rollaston

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Improving the effectiveness of your IT through better alignment with the business is a precursor to increasing profitability. This practical, introductory guide provides you with the tools to achieve this. It teaches you about strategy analysis and how to model business systems and processes and covers other topics including business case development, change management, and engineering/information resource management. The book also supports the ISEB qualifications in Business Analysis.

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