



The People Problem: A Primer on Architecting the Enterprise as an Enterprise Architect (Hardback)

By Chris Lockhart

BookBaby, 2017. Hardback. Condition: New. Language: English . Brand New Book. Your business is solving the wrong problems. The nuclear triad of People, Process and Technology has been foundational to solving business problems for decades. Entire frameworks and methodologies have grown up around the simple concept that getting each of these three areas correct and functioning in concert will ensure smooth business operations and cross-enterprise alignment. Billions of dollars have been spent on people in the management consulting industry who have mastered the art of alignment and offered definitive solutions to the biggest, wickedest business challenges out there. And yet, our businesses continue to encounter the same well-known and seemingly well-solved problems, spending massive sums to fix them. How can this be? It is said that modern business is one part innovation and one part marketing. Innovation is often mistakenly equated with technology and marketing with digital . Success in business therefore becomes a chase for digital capabilities and the latest technology to enable them. And yet, the latest technology continues to give us problems, create headaches and doesn't always give our businesses the edge they need to compete, despite costing us huge amounts of money. How can this...



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Unquestionably, this is actually the greatest function by any author. I was able to comprehend every little thing using this created e ebook. Its been printed in an remarkably straightforward way which is merely following i finished reading this ebook in which in fact altered me, alter the way i think.
-- Arianna Witting

An exceptional book as well as the font used was exciting to read. It is actually rally intriguing through reading time. You will not sense monotony at anytime of the time (that's what catalogues are for about when you ask me).
-- Crystel Hagenes