



Strategic Value Analysis: A Modern Approach to Systems and Data Planning

Robert M. Curtice

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In this new book, Robert M. Curtice shows how strategic value analysis proposes a practical way to relate systems to business strategies, to facilitate a rethinking of how systems are applied to business functions, and to provide a useful product from the planning exercise which will ensure that the plan is used during system development.

As a consultant with Arthur D. Little, Inc., Robert M Curtice has applied SVA to a growing number of industrial and commercial organizations. The author's twenty years of experience in planning, designing, and implementing data systems led him to a number of important principles which he wove into the SVA process.

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