Mashup Corporations: The End of Business as Usual (Paperback)

By C S Thomas, A Mulholland, P Kurchina

EVOLVED TECHNOLOGIST, United States, 2007. Paperback. Book Condition: New. 2nd. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Mashup Corporations: The End of Business As Usual tells the tale of Vorpal Inc., a company that pioneers the implementation of service-oriented architecture to transform its business model. CEO Jane Moneymaker believes in marketing manager Hugo Wunderkind s idea of creating a new market using non-traditional methods based on mashups, but struggles to achieve this vision. The story illustrates what it takes to achieve cultural change, overturning established business and IT structures. By embracing a service-oriented approach Moneymaker makes Vorpal faster, flexible and more responsive, bringing an end to business as usual. Mashup Corporations takes a unique approach to communicating its message. From the first page, readers will find themselves in a story populated with people who interact in ways that will ring true to others who have struggled to make technology work in an organization, large or small. The conflicts that naturally arise between CEOs, CIOs, and line of business managers illustrate the important issues at stake within Vorpal and most other companies. As the leaders of Vorpal find their way out of their predicament,...

READ ONLINE
[6.29 MB]

Reviews

This pdf is definitely not easy to get started on studying but quite entertaining to read through. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.
-- Ms. Fatima Erdman

I just started looking over this ebook. It is actually rally fascinating throgh reading period of time. You wont really feel monotony at anytime of your time (that's what catalogues are for about when you request me).
-- Miss Naomie Kohler PhD