

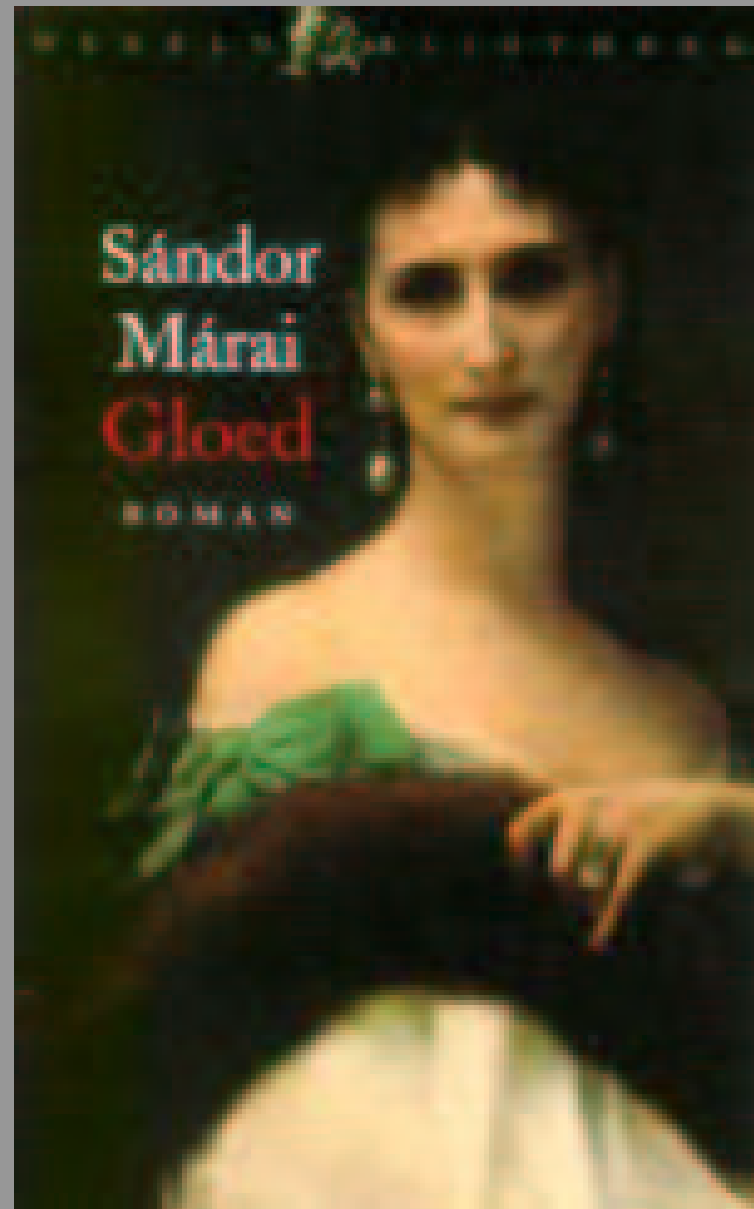


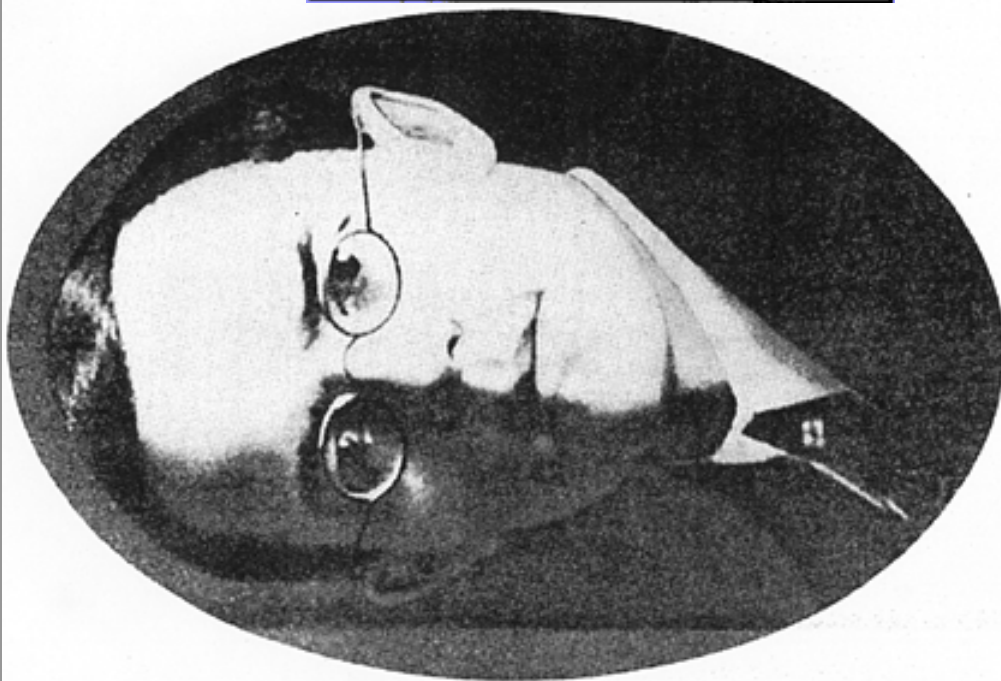
Isoc, jan 2004

joost@steinsbisschop.nl

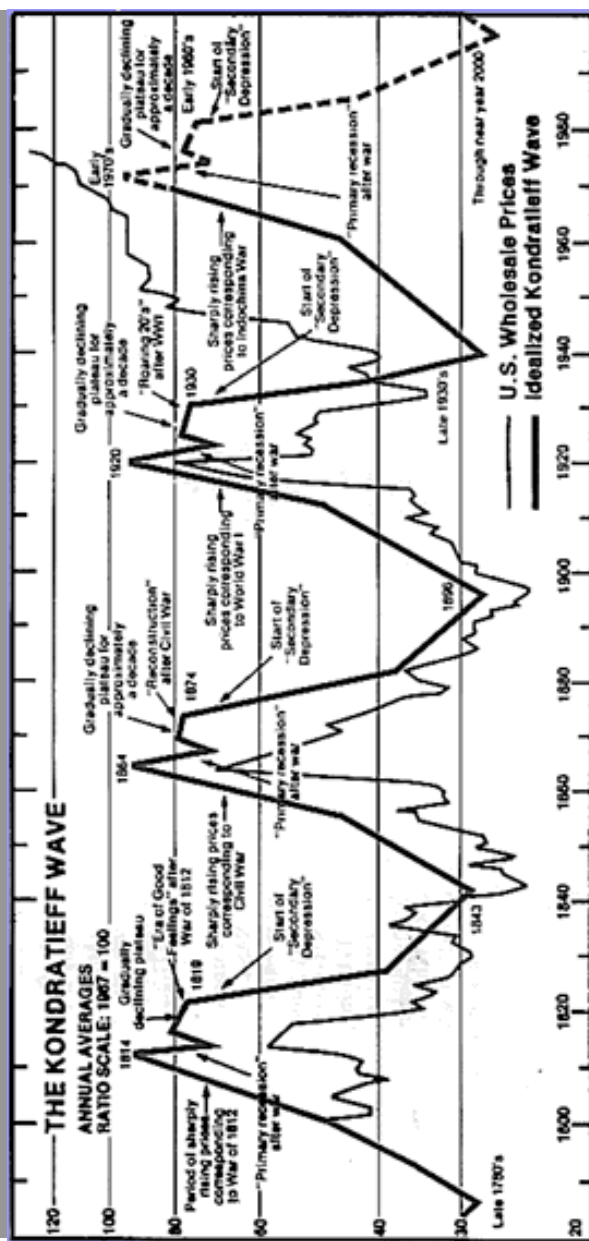
bitprentjes

overgeërfde
vaardigheid

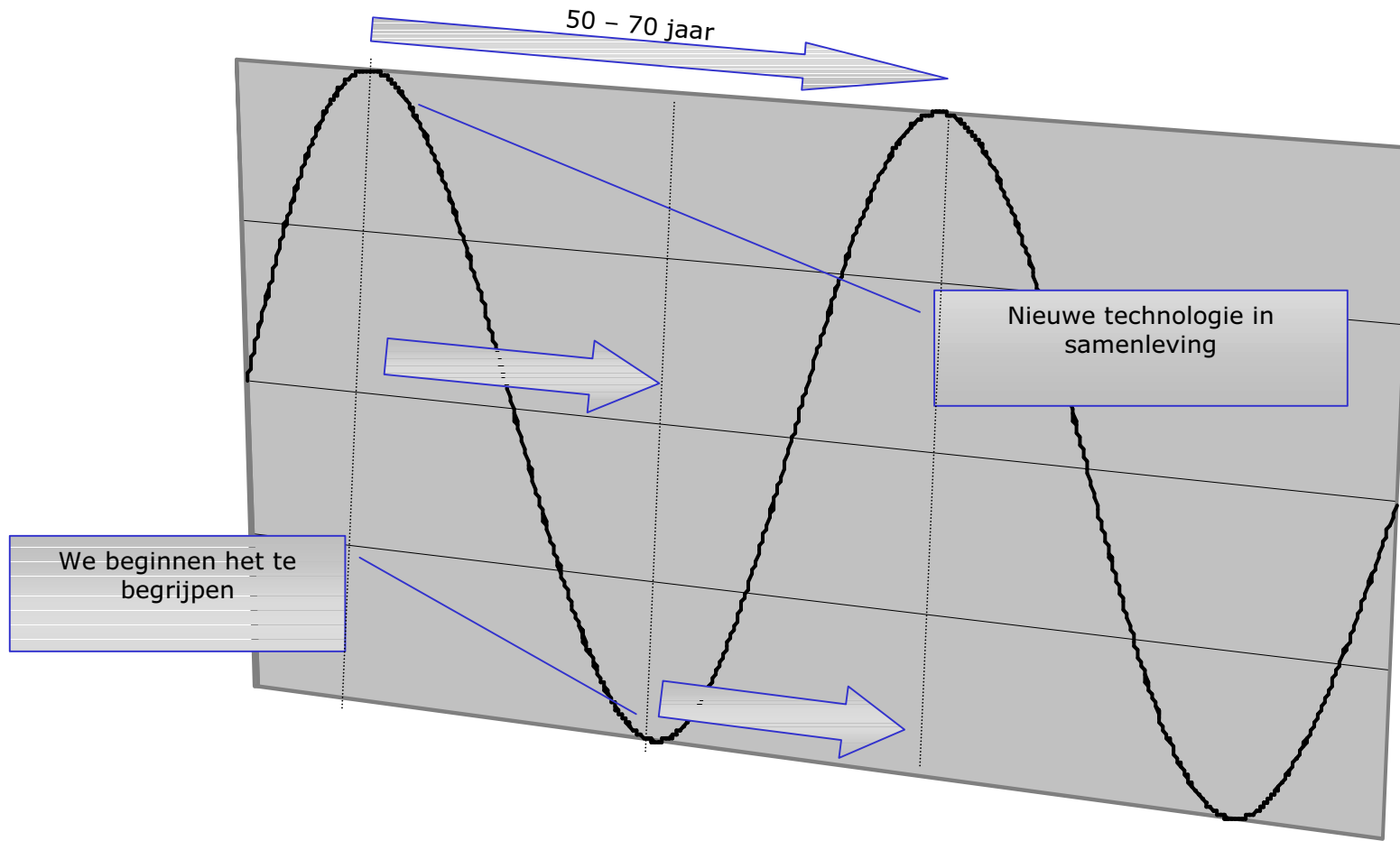




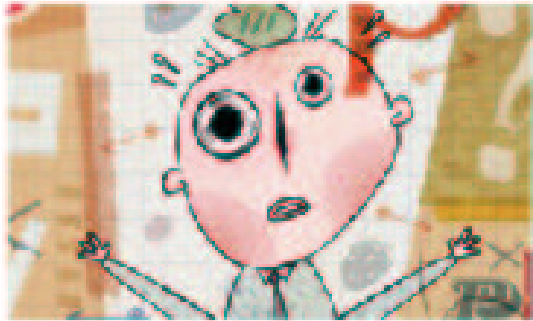
Nikolai Dmitrijevitch Kondratieff (1892-1938)



Kondratieff



Hidden flaws in strategy



overconfidence

mental accounting

the herding instinct

anchoring



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Innovation

Why IT Does Matter

August 25, 2003



HBS professors F. Warren McFarlan and Richard L. Nolan respond to the much-discussed assertion by Nicholas Carr that company investments in IT are less and less likely to produce competitive advantage.

Couple not knowing that you don't know with fuzzy logic and you have the makings of Carr's

article.

- [Managing Uncertainty](#)
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HBR received a large number of Carr's pieces including a letter we published in Harvard Business School. —Ed.

In no other area is it more important to have a good idea of what you don't know than it is in IT management. The most dangerous advice to CEOs has come from people who either had no idea of what they did not know, or from those who pretended to know what they didn't. Couple not knowing that you don't know with fuzzy logic, and you have the makings of Nicholas Carr's article.

Carr's examples of railroads and electric power played out over eighty years, (not forty, as he suggests), turning society, business organizations, and lifestyles inside out. The deeper societal impacts came during the second forty years, as society's insights on how to use the technology changed. It is worth noting that although these technologies mutated significantly (for trains, it meant moving from fifteen miles an hour to eighty miles an hour), the mutation was on a totally different and much smaller scale than IT's.

- 2003 Issue
- [The Bush](#)
- [Lead in](#)
- [Awards for Alumni Achievement 2003](#)
- [Summing Up: Is "The Innovator's Solution" to Sustained Corporate Growth an Unnatural Act?](#)



Good strategy?

First invest in it.

Then in IT.

de nieuwe strijd ... in service

Postbank levert beste service via de directe kanalen

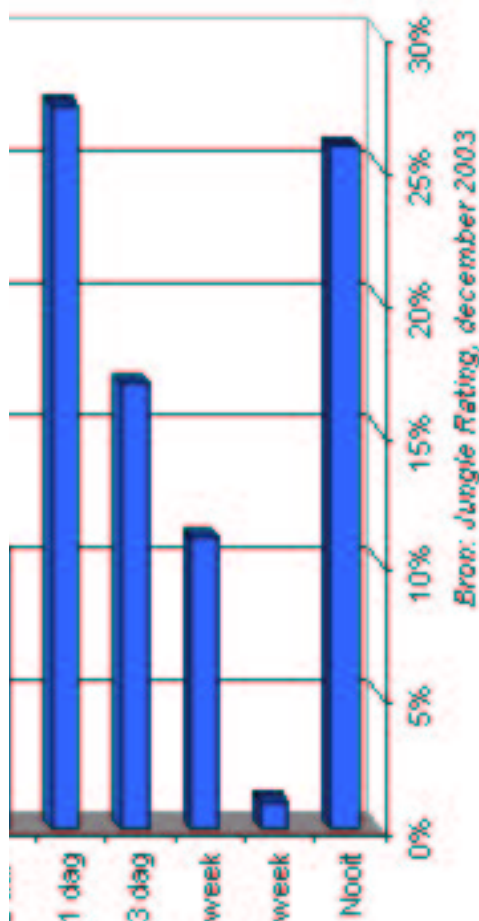
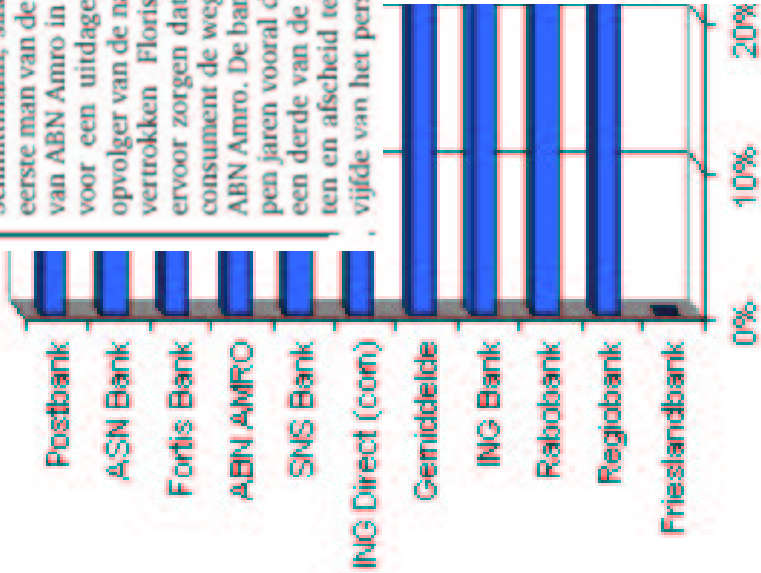
RESULTATEN ONDERZOEK SERVICE ABN Amro wil vertrouwen van consument terugwinnen

De opkomst van contact mak om optimaal gebruik bestaande service directe kanalen b

JOOST STEINS BISSO

De groothandelen blij op orde te hebben. De te wensen over: En de kanaal' biedt, kunnen d Postbank is over het

VAN ONZE REDACTEUR
AMSTERDAM — Jan Peter Schmittmann, sinds drie maanden eerste man van de consumententak van ABN Amro in Nederland, staat voor een uitdagende opgave. De opvolger van de naar Van Lanschot vertrokken Floris Deckers moet ervoor zorgen dat de Nederlandse consument de weg terugvindt naar ABN Amro. De bank trok de afgelopen jaren vooral de aandacht door een derde van de kantoren te sluiten en afscheid te nemen van een vijfde van het personeel.



Bron: Jungle Rating, december 2003

- de 'internet-strateeg'
 - de opdrachtgever
- de dynamische omgeving
 - it = nutsfunctie
- het gedrag van de gebruiker >>

onvoorspelbare gedrag van de gebruiker

(bijvoorbeeld: de markt voor ringtones)

- prijs ringtone
- heb je even voor mij?
royalties!
cd verkopen
- bandbreedte



joost@steinsbisschop.nl

de moraal...

(zie ook .. jens pas)

muziek

annaloog

