Service Orient or Be Doomed!: How Service Orientation Will Change Your Business

By Jason Bloomberg, Ronald Schmelzer

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Service Orient or Be Doomed!: How Service Orientation Will Change Your Business, Jason Bloomberg, Ronald Schmelzer, How Service Orientation Will Change Your Business "The real value of this book is that it makes SOA and Web services, which are critical and business-transforming, crystal-clear to the layman, both business and IT leaders. The book stays focused on the real-world issues facing business and government institutions today. In an industry full of experts of many stripes, Ron and Jason are the real thing: savvy, experienced, and realistic. They have produced a must-read book for management." -Paul Lipton, Senior Architect, Unicenter Web Services and Application Management Computer Associates "This is by far the finest publication on SOA of our time. From cover to back, Service Orient or Be Doomed! strips away the layers of confusion most IT stakeholders face when confronted with enterprise architecture, and illustrates pragmatic and practical paths towards a sustainable and efficient enterprise architecture. Both the technically savvy and the bean counters will enjoy this book that speaks to the critical points they need to understand." -Duane A. Nickull Senior Standards Strategist, Adobe Systems, Inc. Chair, OASIS SOA Reference...

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