

## All CiscoPress Network Business Books (13)

Today more than ever companies are focusing on network solutions as part of their overall business strategies and are studying the profitability, effectiveness, and impact of these systems.

The Network Business Series from Cisco Press is designed to support all business professionals who are involved in this search for optimal network systems, whether they are long-time IT professionals or business managers with no technical expertise. Written in an approachable and clear style, these titles expect no in-depth technical training, only an understanding of general networking concepts and a business person's interest in how technology can play a role in the growth of his or her organization.

Network Business titles provide readers with concise and useful information using book features such as technology overviews, needs analyses, interviews, case studies, and ROI and TCO metrics.

IT executives, business professionals, networking professionals, technology experts, and networking consultants are among the primary audience for this series. Network Business titles are geared toward anyone who needs to understand the business case for a technology or business strategy. These titles are not just for IT professionals.

### **The business and IT professional's guide to understanding networking investments**

- Presents a thorough, tailored overview of an important technology and associated business strategies
- Details various implementation scenarios based on different business models, providing information critical to planning technology strategies
- Provides metrics for making complex, networking-related decisions, including total cost of ownership (TCO) and return on investment (ROI)
- Gives detailed case studies showcasing relevant technologies

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Best Regards

Kachy