nagement for Professionals

aniel Simon
ristian Schmidt *Editors*

Business Architecture Management

rchitecting the Business
Consistency and Alignment

658.4012
S594B
2015
c.1

Springer

สแกนด้วย CamScanner

Contents

1 **Introduction: Demystifying Business Architecture** 1
Daniel Simon

Part I Architecting the Business Motivation and Business Model

2 **An Architectural Approach to Strategizing: Structure and Orientation for Developing the Business Motivation** 21
Daniel Simon

3 **Corporate Strategy and Corporate Branding: Reference Frame and Examples of Integrated Corporate Strategic & Brand Management (CS&BM)** 35
Holger J. Schmidt

4 **From Business Motivation to Business Model and Beyond: A Customer Value-Driven Approach** 53
Jörg Heiß

Part II Architecting the Business Capabilities

5 **The Capability Management Process: Finding Your Way into Capability Engineering** 77
Matthias Wißotzki

6 **Using Capability Models for Strategic Alignment** 107
Wolfgang Keller

Part III Architecting Business Capability Realization

7 **Can Culture Be Designed?** 125
David W. Gray

สแกนด้วย CamScanner

8 **From Value Chain to Value Network: Reinventing the Enterprise in the Light of Technology Forces** 141
Tarmo Ploom

9 **Liberate Your Business Potential via Actionable Patterns** 161
Alexander Samarin

10 **Business Architecture for Change Program Design and Planning** 179
Adrian P. Apthorp

Part IV Modeling and Measuring

11 **Building Agile Enterprises: A Model-Based Approach to Rapid Realization of Business Value** 205
Marc M. Lankhorst and Bas van Gils

12 **Effectively Modeling Your Architecture** 227
Gerben Wierda

13 **Business Architecture Quantified: How to Measure Business Complexity** 243
Christian Schmidt

Part V Guidelines for Successful Implementation

14 **Business Architectures for Niche-Market Enterprises** 271
Tom S. Graves

15 **Bringing Business Architecture to Life: How to Establish Business Architecture Practices in Your Organization** 287
Christian Schmidt and Daniel Simon

Index 301