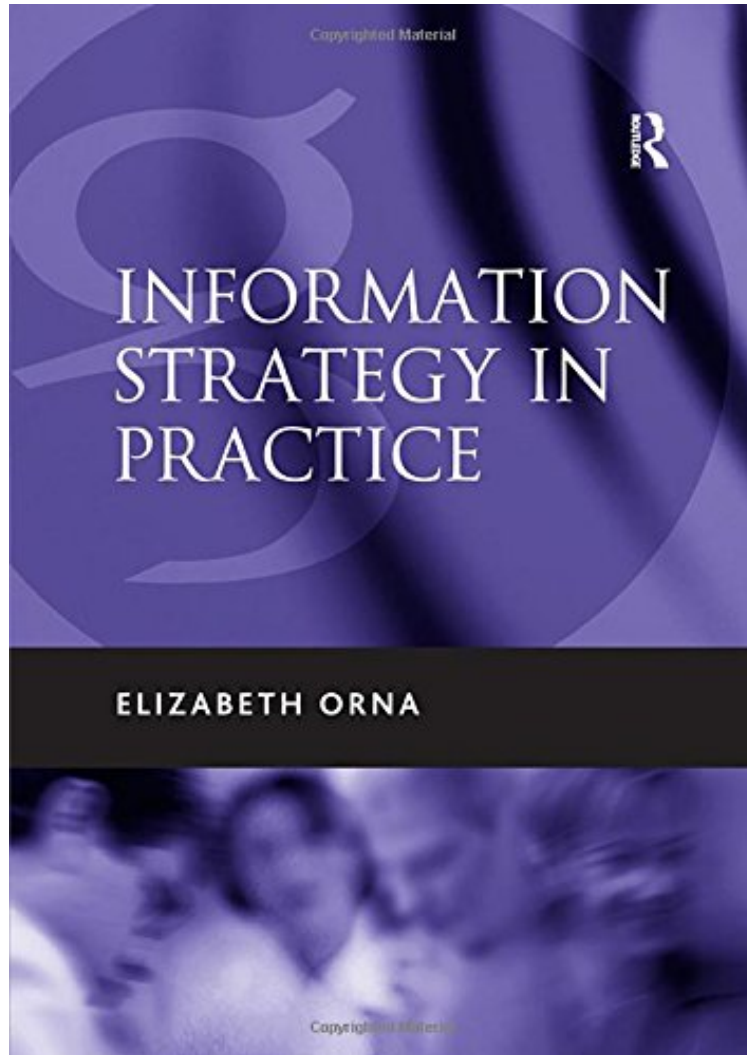


(Free) Information Strategy in Practice

# Information Strategy in Practice

*Elizabeth Orna*

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**Elizabeth Orna : Information Strategy in Practice** before purchasing it in order to gage whether or not it would be worth my time, and all praised Information Strategy in Practice:

3 of 3 people found the following review helpful. Great Source for Information StrategyBy Bob BoikoIf you are involved with any sort of enterprise information system, whether from the IT, business unit, marketing or especially executive side, this is a book to have at hand. In clear terms and with wit, Orna walks you through figuring out just how to make value out of information. She is straight forward and to the point, giving clear examples and good case studies. If you are wondering how to tell a good IT project from a bad one, look in here and you will find out.Bob Boiko - Author of "Content Management Bible."

Liz Orna's original Practical Information Policies has become a standard text which has helped information managers in many countries to take productive action in their own environment: to get a job they wanted, carry through an information audit, make a successful business case for an information policy, or formulate an information strategy. This book is designed specially for students preparing to enter the information professions; working professionals in other fields, whose job includes an information-management element; and senior managers from other specialisms who have overall responsibilities for information activities. Information Strategy in Practice provides, in brief and practical form, and informal style: a reliable account of the key processes involved in developing organizational information policy and strategy, with realistic suggestions on carrying them through, drawn from actual practice a sound framework of the ideas underlying the practice recommended, which readers can relate to their own context advice from experience about dealing with the kind of problems that often beset information-strategy development, and about getting the best from the process.

'...the book deserves a wide audience, student and practitioner alike.' LTSN-ICS website 'Mixing fascinating and insightful lessons learned from her own consultancy experience with references to the key authors in the field, she provides a step-by-step approach to developing and implementing successful information strategies in organizations, whilst at the same time highlighting how information management and knowledge management complement each other. Supported by excellent graphics, this book will be invaluable to all information managers and students of information management.' Charles Oppenheim, Loughborough University, UK '...this book is for you if you seriously want to understand or apply strategic information management. Because Elizabeth Orna provides you with the most comprehensive yet concise, articulate and practical view of this somewhat complex activity...This book adds to recognised wisdom on the subject a special touch that will help practitioners and scholars to make good sense of it. A praiseworthy contribution.' Michel J. Menou, Visiting Professor of Information Policy, City University, London, UK '[Information Strategy in Practice] has enabled me to get up on everything quickly! It's reminded me of the importance of getting everyone 'on board' and I've been able to communicate to directors the real need for an audit, before jumping straight into random problem and solution finding activities, without establishing 'what it is' and 'where it is' the new organisation wants to be.' Anne Vallins, University of East Anglia, UK "...this is one which information scientists will want to add to their list of recommended reading." Mantex Website 'Overall, I give it a thumbs up - definitely worth a read.' Accounting Web 'This book provides a concise, practical non-patronising explanation of the key processes to develop organisational information policy and strategy, with suggestions drawn from actual practice on how to implement these. The book's emphasis is on a specific problem, function, less error-prone, and more accessible).' Accounting Web '...helpful points and lists in this book to refer to when writing strategies and policies, with further lists covering different methods of audit, and key questions to ask during an information audit.' Business and Archives Principles and Practice About the Author Elizabeth Orna has many years of experience as an information manager and, since 1979, as an information consultant. She lectures internationally on information management and information presentation, and has pioneered original research on managing 'information products' - the essential but neglected means by which knowledge is transmitted from one human mind to another. Her books include Practical Information Policies (Gower, 1999) and Information Management in Museums (with Charles Pettitt, Gower, 1998).