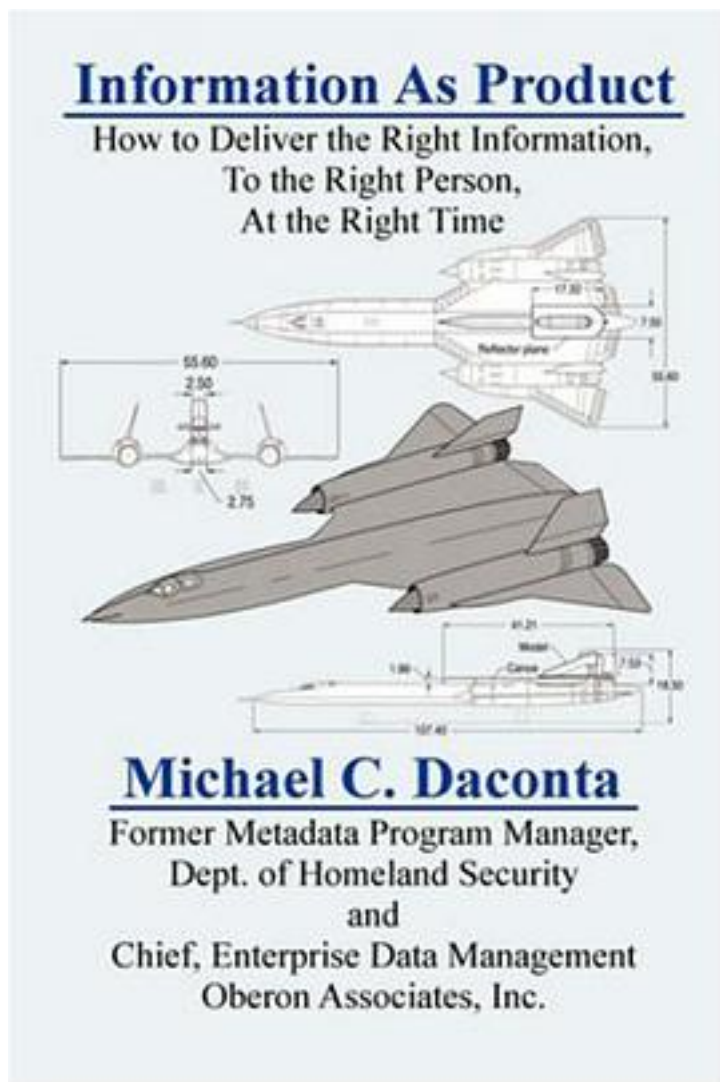# Information As Product

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Is your organization drowning in data yet thirsting for information? Many people, including IT staff, do not know the difference between data and information. Is your organization stuck in a vicious cycle of producing more and more redundant, poor-quality, stove-piped data while your information consumers scream for more and more of the "right" information? Over five years in the making, this book stops the cycle of haphazard data generation and turns it into reliable, consumer-centric information production. It does this by turning to time-tested manufacturing principles of the automotive, electronics and construction industries. This book walks readers through the "4C's" of producing consumer-centric information products. It carefully dissects the slogan "Deliver the right information, to the right person, at the right time" and demonstrates a rigorous methodology for moving beyond the slogan to a sustainable and repeatable process Written by a proven expert in the field and the former Metadata Program Manager for the Department of Homeland Security, Michael Daconta, this book delivers for managers, architects and developers. It is a must-read for every manager seeking to empower their employees with relevant, timely and authoritative information

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