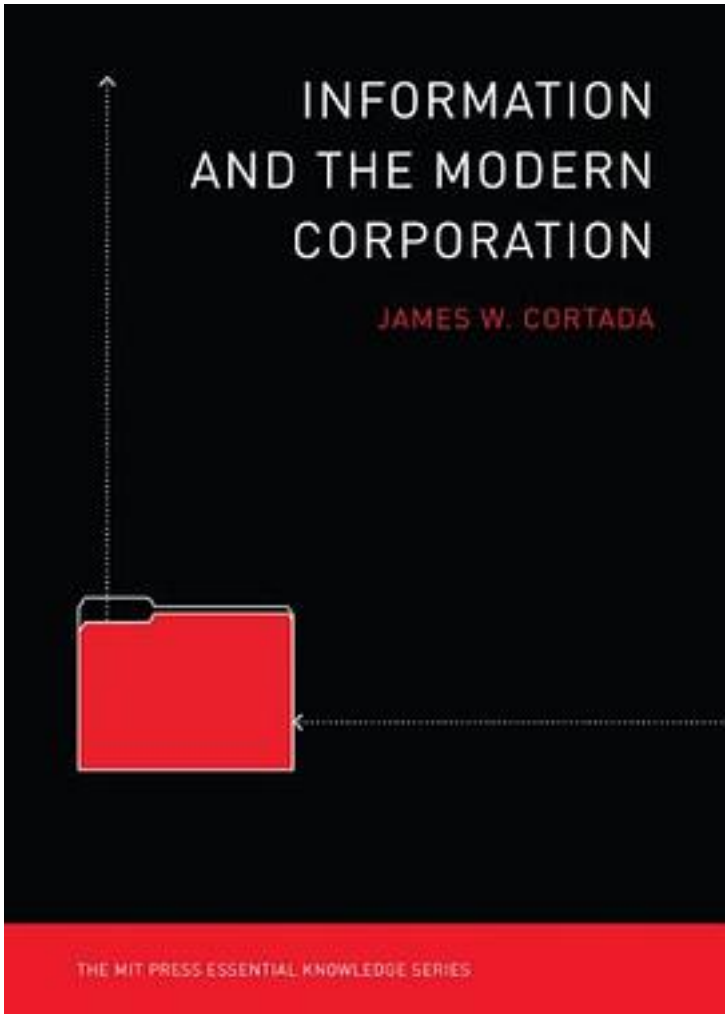
Information and the Modern Corporation



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While we have been preoccupied with the latest i-gadget from Apple and with Google's

ongoing expansion, we may have missed something: the fundamental transformation of whole firms and industries into giant information-processing machines. Today, more than eighty percent of workers collect and analyze information (often in digital form) in the course of doing their jobs. This book offers a guide to the role of information in modern business, mapping the use of information within work processes and tracing flows of information across supply-chain management, product development, customer relations, and sales. The emphasis is on information itself, not on information technology. Information, overshadowed for a while by the glamour and novelty of IT, is the fundamental component of the modern corporation. In Information and the Modern Corporation, longtime IBM manager and consultant James Cortada clarifies the differences among data, facts, information, and knowledge and describes how the art of analytics has all but eliminated decision making based on gut feeling, replacing it with fact-based decisions. He describes the working style of "road warriors," whose offices are anywhere their laptops and cell phones are and whose deep knowledge of a given topic becomes their medium of exchange. Information is the core of the modern enterprise, and the use of information defines the activities of a firm. This essential guide shows managers and employees better ways to leverage information--by design and not by accident.

作者介绍:

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