



Strategic Information Management: A Practitioner's Guide (Chandos Information Professional Series)

Jela Webb

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The management of organisational information assets and the development of information policies have received much attention in recent times with organisations challenging themselves to think about 'information' and 'knowledge' as key organisational assets that require careful management. This book provides a practical guide to addressing the many aspects associated with successful implementation of an information management initiative. The book considers how to develop strategic awareness, how to formulate information strategies and policies and includes a very practical guide upon how to conduct an information audit. Readers will become equipped to develop their careers in the rapidly growing area of managing organisational information assets.

- Written by an author who offers both practical and academic experience in the field of strategic information management (SIM)
- Written from a business perspective, the text provides concise, practical advice on how to achieve successful information management
- Whilst drawing upon knowledge of theoretical models, the emphasis is on practical applicability in the workplace

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