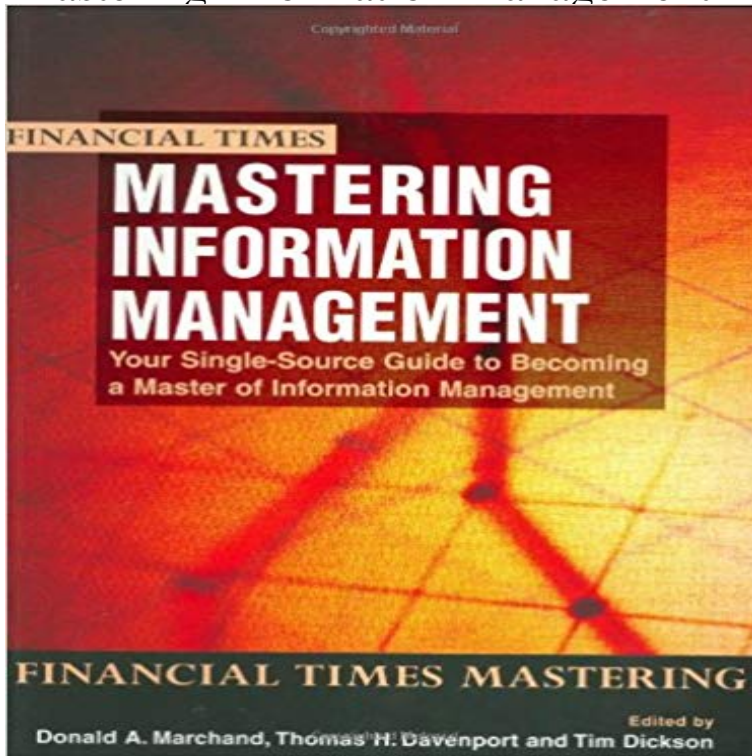


# Mastering Information Management



Knowledge is power -- but only if you can manage it. How do you make data and technology useful to your business? No amount of technical wizardry will enable your company to succeed unless you understand how information makes a contribution to all aspects of your business. Written by a world-class line-up of business school thinkers (from, among others, LBS, Harvard, MIT, Wharton) and business practitioners (including Accenture, IBM, Boston Consulting Group), Mastering Information Management includes a full range of cutting-edge ideas, tools and techniques to enable all managers to make sense of data and technology and to ensure the success of your organization in the future. We have the technology; the challenge now is to manage the information. Here is your single-source guide to becoming a master of information management. Featuring the brightest business minds on the biggest information management topics, including: Peter Drucker on concentrating on the I in IT; Tom Davenport on process management; Soumitra Dutta on organizational redesign and innovation; John C Henderson and N Venkatraman on making the most of IT; Leslie P Willcocks and Mary C Lacity on IT outsourcing; M Lynne Markus on workers reactions to new technology; Srikka L Jarvenpaa and Stefano Grazioli on gaining trust in cyberspace; Michael Earl on what makes a successful CIO; Eric K Clemons on identifying profitable customers; Donald Marchand on the demand chain...Whats inside: Everybody today believes that the present information revolution is unprecedented in reducing the cost of, and in the spreading of, information!and in the speed and sweep of its impact. These beliefs are simply nonsense Peter Drucker, p 335 Even the most rigorous economists have difficulty finding correlations between IT spending and productivity,

profits, growth, revenues or any other measure of financial benefit. Thomas H Davenport, p 5 Companies are built on people. Brains are more important than computers. Soumitra Dutta, p 320 Realizing the value of IT is not a matter of fine-tuning the IT budget process! it is a matter of leadership John Henderson & N Venkatraman, p 158 The key question for senior managers is: how should we compete with information and IT to improve business performance? Donald A Marchand, p 295 MASTERING SERIES Financial Times Mastering : World-class thinking from the frontiers of innovation. Based on the hugely popular Mastering inserts run by the FT newspaper, the Financial Times Mastering series covers every essential element of business. Each book brings readers the latest ideas and innovations in a key business area in a structured, comprehensive and highly accessible format. Featuring the brightest business minds on the biggest business topics, they are your single-source guides cutting-edge thought leadership.

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