

Springer

1st
edition

2013, XII, 228 p.

Printed book

Hardcover

Printed book

Hardcover

ISBN 978-1-4614-5235-5

\$ 89,99

Available

Discount group

Professional Books (2)

Product category

Professional book

Series

Management for Professionals

Other renditions

Softcover

ISBN 978-1-4899-9034-1

Softcover

ISBN 978-1-4614-5237-9

Business and Management : IT in Business

Baan, Paul (Ed.)

Enterprise Information Management

When Information Becomes Inspiration

- **Combines theory and practice to present a holistic, manager-oriented approach to information management and its impact on the organization**
- **Features case studies from the authors' combined 75 years of experience and expertise**
- **Focus on active decision making, with implications for customer and client relations, process and system improvements, product and service innovations, and financial performance**

How an organization manages its information is arguably the most important skill in today's dynamic and hyper-competitive environment. In *Enterprise Information Management*, editor Paul Baan and a team of expert contributors present a holistic approach to EIM, with an emphasis on action-oriented decision making. The authors demonstrate that EIM must be promoted from the top down, in order to ensure that the entire organization is committed to establishing and supporting the systems and processes designed to capture, store, analyze, and disseminate information. They identify three key "pillars" of applications: (1) business intelligence (the information and knowledge management process itself); (2) enterprise content management (company-wide management of unstructured information, including document management, digital asset management, records management, and web content management); and (3) enterprise search (using electronic tools to retrieve information from databases, file systems, and legacy systems). The authors explore EIM from economic and socio-psychological perspectives, considering the "ROI" (return on information) of IT and related technological investments, and the cultural and behavioral aspects through which people and machines interact. Illustrating concepts through case examples, the authors provide a variety of tools for managers to assess and improve the effectiveness of their EIM infrastructure, considering its implications for customer and client relations, process and system improvements, product and service innovations, and financial performance.

Order online at springer.com/booksellers**Springer Nature Customer Service Center LLC**

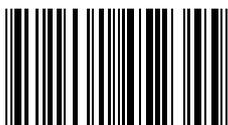
233 Spring Street

New York, NY 10013

USA

T: +1-800-SPRINGER NATURE

(777-4643) or 212-460-1500

customerservice@springernature.com

ISBN 978-1-4614-5235-5 / BIC: KJQ / SPRINGER NATURE: SC522000

Prices and other details are subject to change without notice. All errors and omissions excepted. Americas: Tax will be added where applicable. Canadian residents please add PST, QST or GST. Please add \$5.00 for shipping one book and \$ 1.00 for each additional book. Outside the US and Canada add \$ 10.00 for first book, \$5.00 for each additional book. If an order cannot be fulfilled within 90 days, payment will be refunded upon request. Prices are payable in US currency or its equivalent.