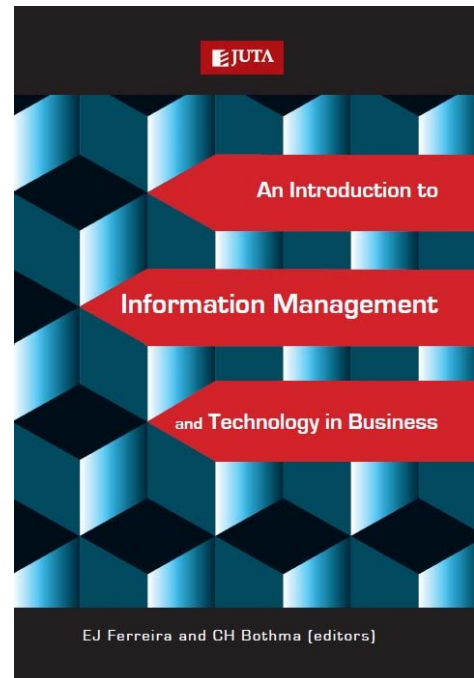


Introduction to Information Management, An

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About this Publication:

Information is at the heart of everything we do as humans. We generate it, we consume it, we share it and we sell it. The careful management of information is therefore key to success in business. An Introduction to Information Management and Technology in Business provides a solid overview of the role of information and technology in a business. It gives guidelines on collecting the right information and how to use it wisely and share it with the right people to support the firm's strategic objectives and 'oil' the everyday operations of the business.

Contents Include:

- Introducing business and business management
- Explaining the role of information in a business
- Discussing the information and communication technologies that can support a business
- The role of information systems in a business
- The role of information in an online world
- Managing information

Of Interest and Benefit to:

An Introduction to Information Management and Technology in Business is an excellent reader for professionals, first-year students and managers who want to get a better understanding of the role of information in a business and how to manage and put this information to use. It is written in an easy-to-read style and provides enough content and context to help readers optimise information and technology to support the success of the business.