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Autore	Cortada James W
Titolo	Information and the modern corporation [[electronic resource] /] / James W. Cortada
Pubbl/distr/stampa	Cambridge, Mass., : MIT Press, 2011
ISBN	0-262-29794-9 1-283-30286-1 9786613302861 0-262-29882-1
Descrizione fisica	1 online resource (174 p.)
Collana	MIT Press essential knowledge
Disciplina	658.4/038
Soggetti	Knowledge management Corporations Information resources management Information technology - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Working the digital way -- Knowledge management-more corporate glue -- The informed supply chain -- New products and marketing in a digitized world -- Digital plumbing in the modern organization -- Structure of the modern organization -- The road ahead-the future of information.
Sommario/riassunto	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.

2. Record Nr.	UNINA9910146985203321
Titolo	Erdöl und Erdgas in der Bundesrepublik Deutschland / Niedersächsisches Landesamt für Bodenforschung
Pubbl/distr/stampa	Hannover, : Landesamt, 2000-
Descrizione fisica	Online-Ressource
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Soggetti	Erdöllagerstätte Erdgaslagerstätte Erdgasgewinnung Erdölgewinnung Zeitschrift Deutschland
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