



Information Strategy in Practice

Elizabeth Orna

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Liz Orna's original Practical Information Policies has become a standard text which has helped information managers in many countries to take productive action in their own environment: to get a job they wanted, carry through an information audit, make a successful business case for an information policy, or formulate an information strategy. This book is designed specially for students preparing to enter the information professions; working professionals in other fields, whose job includes an information-management element; and senior managers from other specialisms who have overall responsibilities for information activities. Information Strategy in Practice provides, in brief and practical form, and informal style: * a reliable account of the key processes involved in developing organizational information policy and strategy, with realistic suggestions on carrying them through, drawn from actual practice * a sound framework of the ideas underlying the practice recommended, which readers can relate to their own context * advice from experience about dealing with the kind of problems that often beset information-strategy development, and about getting the best from the process.

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