
Infonomics How To Monetize Manage And Measure Information As An Asset For Competitive Advantage

Bastard Culture!

Everybody Wants to Rule the World

Monetizing Data

Data Strategy

Information Governance for Executives

Software Wasteland

Non-Invasive Data Governance

Data Driven Business Transformation

Wolf in Cio's Clothing

The Chief Data Officer's Playbook

The The Economics of Data, Analytics, and Digital
Transformation

Data Governance and Data Management

Executive Data Science

Making Enterprise Information Management (EIM)

Work for Business
The New Oil
Digital Transformation in Financial Services
Data Strategy
America at Night
Digital Marketing Analytics
Liars and Outliers
Value-Based Pricing: Drive Sales and Boost Your
Bottom Line by Creating, Communicating and
Capturing Customer Value
The Data Asset
Analytics for Insurance
Infonomics
Why Digital Transformations Fail
Practical Hadoop Migration
Data Management at Scale
Infonomics
Breaking Out
Fail Fast, Learn Faster
Infonomics
Revenue Operations
Executing Data Quality Projects
Systems, Software and Services Process
Improvement
Building Analytics Teams
Competing on Analytics
The Art and Science of Security
Information Governance
Monetizing Your Data

*Infonomics
How To
Monetize
Manage And
Measure
Information
As An Asset
For
Competitive
Advantage* *Downloaded
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MARISA ANASTASIA

Bastard Culture!

Routledge

The computer and particularly the Internet have been represented as enabling technologies, turning consumers into users and users into producers. The unfolding online cultural production by users has been framed enthusiastically as participatory culture. But while many studies of user activities and the use of the Internet tend to romanticize emerging media practices, this book steps beyond the usual

framework and analyzes user participation in the context of accompanying popular and scholarly discourse, as well as the material aspects of design, and their relation to the practices of design and appropriation.

Everybody Wants to Rule the World

Penguin

Former Procter & Gamble Vice President for IT and Shared Services, Tony Saldanha gives you the keys to a successful digital transformation: a proven five-stage model and a disciplined process for executing it. Digital transformation is more important than ever now that we're in the Fourth Industrial Revolution, where the lines between the

physical, digital, and biological worlds are becoming ever more blurred. But fully 70 percent of digital transformations fail. Why? Tony Saldanha, a globally awarded industry thought-leader who led operations around the world and major digital changes at Procter & Gamble, discovered it's not due to innovation or technological problems. Rather, the devil is in the details: a lack of clear goals and a disciplined process for achieving them. In this book, Saldanha lays out a five-stage process for moving from digitally automating processes here and there to making digital technology the very backbone of your company. For each of these five stages,

Saldanha describes two associated disciplines vital to the success of that stage and a checklist of questions to keep you on track. You want to disrupt before you are disrupted—be the next Netflix, not the next Blockbuster. Using dozens of case studies and his own considerable experience, Saldanha shows how digital transformation can be made routinely successful, and instead of representing an existential threat, it will become the opportunity of a lifetime.

Monetizing Data

Technics Publications
This fully revised and updated edition of the bestselling Chief Data Officer's Playbook offers new insights into the role of the CDO

and the data environment. Written by two of the world's leading experts in data driven transformation, it addresses the changes that have taken place in 'data', in the role of the 'CDO', and the expectations and ambitions of organisations. Most importantly, it will place the role of the CDO into the context of a c-suite player for organisations that wish to recover quickly and with long-term stability from the current global economic downturn. New coverage includes: - the evolution of the CDO role, what those changes mean for organisations and individuals, and what the future might hold - a focus on ethics, the data revolution and all the areas that help

readers take their first steps on the data journey - new conversations and experiences from an alumni of data leaders compiled over the past three years - new chapters and reflections on being a third generation CDO and on working across a broad spectrum of organisations who are all on different parts of their data journey. Written in a highly accessible and practical manner, The Chief Data Officer's Playbook, Second Edition brings the most up-to-date guidance to CDO's who wish to understand their position better; to those aspiring to become CDO's; to those who might be recruiting a CDO and to recruiters to understand an

organisation seeking a CDO and the CDO landscape.

Data Strategy Packt Publishing Ltd

An indispensable guide that shows companies how to treat data as a strategic asset. Organizations set their business strategy and direction based on information that is available to executives. The Data Asset provides guidance for not only building the business case for data quality and data governance, but also for developing methodologies and processes that will enable your organization to better treat its data as a strategic asset. Part of Wiley's SAS Business Series, this book looks at Business Case Building; Maturity Model and

Organization Capabilities; 7-Step Programmatic Approach for Success. *Information Governance for Executives* Harvard Business Review Press

For years, organizations have struggled to make sense out of their data. IT projects designed to provide employees with dashboards, KPIs, and business-intelligence tools often take a year or more to reach the finish line...if they get there at all. This has always been a problem. Today, though, it's downright unacceptable. The world changes faster than ever. Speed has never been more important. By adhering to antiquated methods, firms lose the ability to see nascent trends—and act upon

them until it's too late. But what if the process of turning raw data into meaningful insights didn't have to be so painful, time-consuming, and frustrating? What if there were a better way to do analytics? Fortunately, you're in luck... Analytics: The Agile Way is the eighth book from award-winning author and Arizona State University professor Phil Simon. Analytics: The Agile Way demonstrates how progressive organizations such as Google, Nextdoor, and others approach analytics in a fundamentally different way. They are applying the same Agile techniques that software developers have employed for years. They have

replaced large batches in favor of smaller ones...and their results will astonish you. Through a series of case studies and examples, Analytics: The Agile Way demonstrates the benefits of this new analytics mind-set: superior access to information, quicker insights, and the ability to spot trends far ahead of your competitors. *Software Wasteland* Technics Publications Proven and emerging strategies for addressing document and records management risk within the framework of information governance principles and best practices Information Governance (IG) is a rapidly emerging "super discipline" and

is now being applied to electronic document and records management, email, social media, cloud computing, mobile computing, and, in fact, the management and output of information organization-wide. IG leverages information technologies to enforce policies, procedures and controls to manage information risk in compliance with legal and litigation demands, external regulatory requirements, and internal governance objectives. Information Governance: Concepts, Strategies, and Best Practices reveals how, and why, to utilize IG and leverage information technologies to control, monitor, and enforce information access and

security policies. Written by one of the most recognized and published experts on information governance, including specialization in e-document security and electronic records management Provides big picture guidance on the imperative for information governance and best practice guidance on electronic document and records management Crucial advice and insights for compliance and risk managers, operations managers, corporate counsel, corporate records managers, legal administrators, information technology managers, archivists, knowledge managers, and information governance professionals IG sets the policies that control

and manage the use of organizational information, including social media, mobile computing, cloud computing, email, instant messaging, and the use of e-documents and records. This extends to e-discovery planning and preparation.

Information

Governance: Concepts, Strategies, and Best Practices provides step-by-step guidance for developing information governance strategies and practices to manage risk in the use of electronic business documents and records.

Non-Invasive Data Governance "O'Reilly Media, Inc."

From Kevin Hartman, Director of Analytics at Google, comes an essential guide for

anyone seeking to collect, analyze, and visualize data in today's digital world (printed in black & white to keep print costs down). Even if you know nothing about digital marketing analytics, digital marketing analytics knows plenty about you. It's a fundamental, inescapable, and permanent cornerstone of modern business that affects the lives of analytics professionals and consumers in equal measure. This five-part book is an attempt to provide the context, perspective, and information needed to make analytics accessible to people who understand its reach and relevance and want to learn more. PART 1: The Day the Geeks Took Over

The ubiquity of data analytics today isn't just a product of the past half-century's transformative and revolutionary changes in commerce and technology. Humanity has been developing, analyzing, and using data for millennia. Understanding where digital marketing analytics is now and where it will be in five, 10, or 50 years requires a holistic and historical view of our relationship and interaction with data. Part 1 looks at modern analysts and analytics in the context of its distinct historical epochs, each one containing major inflection points and laying a foundation for future advancements in the ART + SCIENCE that is modern data analytics. PART 2:

Consumer/Brand Relationships The methods that brands use to build relationships with consumers - online video, search, display ads, and social media - give analysts a wealth of data about behaviors on these platforms. Knowing how to assess successful consumer/brand relationships and understanding a consumer's purchase journey requires a useable framework for parsing this data. In Part 2, we explore each digital channel in-depth, including a discussion of key metrics and measurements, how consumers interact with brands on each platform, and ways of organizing consumer data that enable

actionable insights.
PART 3: The Science of Analytics Part 3 focuses on understanding digital data creation, how brands use that data to measure digital marketing effectiveness, and the tools and skill sets analysts need to work effectively with data. While the contents are lightly technical, this section veers into the colloquial as we dive into multitouch attribution models, media mix models, incrementality studies, and other ways analysts conduct marketing measurement today. Part 3 also provides a useful framework for evaluating data analysis and visualization tools and explains the critical importance of digital

marketing maturity to analysts and the companies for which they work. PART 4: The Art of Analytics Every analyst dreams of coming up with the "Big Idea" - the game-changing and previously unseen insight or approach that gives their organization a competitive advantage and their career a huge boost. But dreaming won't get you there. It requires a thoughtful and disciplined approach to analysis projects. In this part of the book, I detail the four elements of the Marketing Analytics Process (MAP): plan, collect, analyze, report. Part 4 also explains the role of the analyst, the six mutually exclusive and collectively exhaustive ("MECE") marketing objectives,

how to find context and patterns in collected data, and how to avoid the pitfalls of bias. PART 5: Storytelling with Data
 In Part 5, we dive headlong into the most important aspect of digital marketing analytics: transforming the data the analyst compiled into a comprehensive, coherent, and meaningful report. I outline the key characteristics of good visuals and the minutiae of chart design and provide a five-step process for analysts to follow when they're on their feet and presenting to an audience.

Data Driven Business Transformation

Routledge

Master the skills necessary to hire and manage a team of

highly skilled individuals to design, build, and implement applications and systems based on advanced analytics and AI Key Features Learn to create an operationally effective advanced analytics team in a corporate environment Select and undertake projects that have a high probability of success and deliver the improved top and bottom-line results Understand how to create relationships with executives, senior managers, peers, and subject matter experts that lead to team collaboration, increased funding, and long-term success for you and your team Book Description In Building Analytics Teams, John K. Thompson, with his 30+ years of

experience and expertise, illustrates the fundamental concepts of building and managing a high-performance analytics team, including what to do, who to hire, projects to undertake, and what to avoid in the journey of building an analytically sound team. The core processes in creating an effective analytics team and the importance of the business decision-making life cycle are explored to help achieve initial and sustainable success. The book demonstrates the various traits of a successful and high-performing analytics team and then delineates the path to achieve this with insights on the mindset, advanced analytics models, and

predictions based on data analytics. It also emphasizes the significance of the macro and micro processes required to evolve in response to rapidly changing business needs. The book dives into the methods and practices of managing, developing, and leading an analytics team. Once you've brought the team up to speed, the book explains how to govern executive expectations and select winning projects. By the end of this book, you will have acquired the knowledge to create an effective business analytics team and develop a production environment that delivers ongoing operational improvements for your organization. What you

will learn Avoid organizational and technological pitfalls of moving from a defined project to a production environment Enable team members to focus on higher-value work and tasks Build Advanced Analytics and Artificial Intelligence (AA&AI) functions in an organization Outsource certain projects to competent and capable third parties Support the operational areas that intend to invest in business intelligence, descriptive statistics, and small-scale predictive analytics Analyze the operational area, the processes, the data, and the organizational resistance Who this book is for This book is for senior executives, senior and junior managers, and those

who are working as part of a team that is accountable for designing, building, delivering and ensuring business success through advanced analytics and artificial intelligence systems and applications. At least 5 to 10 years of experience in driving your organization to a higher level of efficiency will be helpful.

Wolf in Cio's Clothing Ulaga & Associés

You have more information at hand about your business environment than ever before. But are you using it to “out-think” your rivals? If not, you may be missing out on a potent competitive tool. In *Competing on Analytics: The New Science of Winning*, Thomas H. Davenport

and Jeanne G. Harris argue that the frontier for using data to make decisions has shifted dramatically. Certain high-performing enterprises are now building their competitive strategies around data-driven insights that in turn generate impressive business results. Their secret weapon? Analytics: sophisticated quantitative and statistical analysis and predictive modeling. Exemplars of analytics are using new tools to identify their most profitable customers and offer them the right price, to accelerate product innovation, to optimize supply chains, and to identify the true drivers of financial performance. A wealth of examples—from organizations as

diverse as Amazon, Barclay's, Capital One, Harrah's, Procter & Gamble, Wachovia, and the Boston Red Sox—illuminate how to leverage the power of analytics.

The Chief Data Officer's Playbook

Createspace
Independent Publishing Platform

Which kinds of companies will thrive and which will get crushed by the powerful forces in the global business landscape now at work? This groundbreaking new guide will help you adapt and change your business to thrive among digital giants, including Google, Facebook, and Amazon. Drawing on considerable original research and case studies from Wang's

acclaimed firm, Constellation Research, this groundbreaking guide reveals which kinds of companies will thrive and which will get crushed by the powerful forces now at work. Ultimately, you will understand how the business world is changing in the face of extreme competition and, most importantly, you will learn how to adapt now to stay relevant and in demand. Everybody Wants to Rule the World will help you: Understand the power of Data-Driven Digital Networks and how they have driven the most successful companies of our time. Learn how extreme consolidation is changing the global business landscape and what this means for businesses of all types and sizes in

terms of understanding where you fit in the value chain. Gain insights into what innovative companies are doing right now to position themselves in this new reality. Take your business from status quo to market leader.

The The Economics of Data, Analytics, and Digital

Transformation John

Wiley & Sons

Master the skills and

tools needed to

leverage data, create a

data-driven strategy

and gain the

competitive

advantage.

Data Governance and

Data Management

HarperCollins

Leadership

Executing Data Quality

Projects, Second

Edition presents a

structured yet flexible

approach for creating,

improving, sustaining and managing the quality of data and information within any organization. Studies show that data quality problems are costing businesses billions of dollars each year, with poor data linked to waste and inefficiency, damaged credibility among customers and suppliers, and an organizational inability to make sound decisions. Help is here! This book describes a proven Ten Step approach that combines a conceptual framework for understanding information quality with techniques, tools, and instructions for practically putting the approach to work – with the end result of high-quality trusted data and information, so critical to today’s

data-dependent organizations. The Ten Steps approach applies to all types of data and all types of organizations – for-profit in any industry, non-profit, government, education, healthcare, science, research, and medicine. This book includes numerous templates, detailed examples, and practical advice for executing every step. At the same time, readers are advised on how to select relevant steps and apply them in different ways to best address the many situations they will face. The layout allows for quick reference with an easy-to-use format highlighting key concepts and definitions, important checkpoints, communication

activities, best practices, and warnings. The experience of actual clients and users of the Ten Steps provide real examples of outputs for the steps plus highlighted, sidebar case studies called Ten Steps in Action. This book uses projects as the vehicle for data quality work and the word broadly to include: 1) focused data quality improvement projects, such as improving data used in supply chain management, 2) data quality activities in other projects such as building new applications and migrating data from legacy systems, integrating data because of mergers and acquisitions, or untangling data due to organizational

breakups, and 3) ad hoc use of data quality steps, techniques, or activities in the course of daily work. The Ten Steps approach can also be used to enrich an organization's standard SDLC (whether sequential or Agile) and it complements general improvement methodologies such as six sigma or lean. No two data quality projects are the same but the flexible nature of the Ten Steps means the methodology can be applied to all. The new Second Edition highlights topics such as artificial intelligence and machine learning, Internet of Things, security and privacy, analytics, legal and regulatory requirements, data science, big data, data

lakes, and cloud computing, among others, to show their dependence on data and information and why data quality is more relevant and critical now than ever before. Includes concrete instructions, numerous templates, and practical advice for executing every step of The Ten Steps approach Contains real examples from around the world, gleaned from the author's consulting practice and from those who implemented based on her training courses and the earlier edition of the book Allows for quick reference with an easy-to-use format highlighting key concepts and definitions, important checkpoints, communication activities, and best

practices A companion Web site includes links to numerous data quality resources, including many of the templates featured in the text, quick summaries of key ideas from the Ten Steps methodology, and other tools and information that are available online
Executive Data Science
Springer Nature
Re-architect relational applications to NoSQL, integrate relational database management systems with the Hadoop ecosystem, and transform and migrate relational data to and from Hadoop components. This book covers the best-practice design approaches to re-architecting your relational applications and transforming your relational data to

optimize concurrency, security, denormalization, and performance. Winner of IBM's 2012 Gerstner Award for his implementation of big data and data warehouse initiatives and author of Practical Hadoop Security, author Bhushan Lakhe walks you through the entire transition process. First, he lays out the criteria for deciding what blend of re-architecting, migration, and integration between RDBMS and HDFS best meets your transition objectives. Then he demonstrates how to design your transition model. Lakhe proceeds to cover the selection criteria for ETL tools, the implementation steps for migration with SQOOP- and Flume-based data

transfers, and transition optimization techniques for tuning partitions, scheduling aggregations, and redesigning ETL. Finally, he assesses the pros and cons of data lakes and Lambda architecture as integrative solutions and illustrates their implementation with real-world case studies. Hadoop/NoSQL solutions do not offer by default certain relational technology features such as role-based access control, locking for concurrent updates, and various tools for measuring and enhancing performance. Practical Hadoop Migration shows how to use open-source tools to emulate such relational functionalities in Hadoop ecosystem components. What

You'll Learn Decide whether you should migrate your relational applications to big data technologies or integrate them Transition your relational applications to Hadoop/NoSQL platforms in terms of logical design and physical implementation Discover RDBMS-to-HDFS integration, data transformation, and optimization techniques Consider when to use Lambda architecture and data lake solutions Select and implement Hadoop-based components and applications to speed transition, optimize integrated performance, and emulate relational functionalities Who This Book Is For Database developers,

database administrators, enterprise architects, Hadoop/NoSQL developers, and IT leaders. Its secondary readership is project and program managers and advanced students of database and management information systems. Making Enterprise Information Management (EIM) Work for Business John Wiley & Sons Know what's causing application development waste so you can turn the tide. This is the book your Systems Integrator and your Application Software vendor don't want you to read. Enterprise IT (Information Technology) is a \$3.8 trillion per year industry worldwide. Most of it is waste.

We've grown used to projects costing tens of millions or even billions of dollars, and routinely running over budget and schedule many times over. These overages in both time and money are almost all wasted resources. However, the waste is hard to see, after being so marbled through all the products, processes, and guiding principles. That is what this book is about. We must see, understand, and agree about the problem before we can take coordinated action to address it. The trajectory of this book is as follows: In Chapter 1, we explore how bad the current state is. The three industries that address software waste are discussed, including the legacy software

industry, neo-legacy software industry, and legacy modernization industry. Examples of application waste are illustrated from both public and private sectors. In Chapter 2, we explore the economics of the software industry. Although the economic tradeoffs are changing at the speed of Moore's Law, our approaches are not keeping pace. Learn how information systems really behave in terms of actual application development. In Chapter 3 we use "root cause analysis" to reveal the real contributors to this situation, which are dependency, redundancy, complexity, and application centricity. Chapter 4 recounts the many failed attempts

we've made in the past to deal with information system complexity, including relational databases, ERP systems, enterprise data modeling, service oriented architectures, and APIs, Agile, data warehouse and business intelligence, outsourcing and offshoring, cloud, Software as a Service (SaaS), data lakes, machine learning, and artificial intelligence. Chapter 5 dismantles seven fallacies that contribute to our remaining stuck. For example, the first fallacy is "We need detailed requirements or we won't get what we want." The quagmire is not affecting all sectors of the economy equally. Chapter 6 looks at how this is playing out in

the government and private sectors, large and small companies, and various parts of the IT industry itself. Chapter 7 outlines some action you can take now to begin to extricate yourself, including a detailed assessment and defining metrics for measuring and preventing software development waste. **The New Oil** John Wiley & Sons From the author of *Overworld, America at Night* reads like a thriller, but is "the kind of story about which fiction writers can only dream." (The New York Times) When the Department of Homeland Security suspects that two former CIA operatives are at the center of plot involving money laundering and the

funding of Al Qaeda—and when their supposedly comprehensive database turns up little to no information on either man—it takes former covert operative Larry Kolb to crack the case and foil the plan. But when Kolb begins to connect the dots, he realizes something even more sinister is afoot, and that he's on to the biggest possible con with the highest political stakes. Kolb shows us how one well-informed individual did what all of our security agencies could not: trail two brilliant covert political operatives through a labyrinth of disguised identities and dark crimes to expose corruption at the highest levels. Digital Transformation in Financial Services

Kogan Page
OPTIMIZE YOUR BUSINESS DATA FOR FIRST-CLASS RESULTS
Data Driven Business Transformation illustrates how to find the secrets to fast adaptation and disruptive origination hidden in your data and how to use them to capture market share. Digitalisation – or the Digital Revolution – was the first step in an evolving process of analysis and improvement in the operations and administration of commerce. The popular author team of Caroline Carruthers and Peter Jackson, two global leaders in data transformation and education, pick up the conversation here at the next evolutionary step where data from these digital systems

generates value, and really use data science to produce tangible results. Optimise the performance of your company through data-driven processes by: Following step-by-step guidance for transitioning your company in the real world to run on a data-enabled business model Mastering a versatile set of data principles powerful enough to produce transformative results at any stage of a business's development Winning over the hearts of your employees and influencing a cultural shift to a data-enabled business Reading first-hand stories from today's thought leaders who are shaping data transformation at their companies Enable your

company's data to lift profits with Data Driven Business Transformation. Data Strategy Berrett-Koehler Publishers This volume constitutes the refereed proceedings of the 24th EuroSPI conference, held in Ostrava, Czech Republic, in September 2017. The 56 revised full papers presented were carefully reviewed and selected from 97 submissions. They are organized in topical sections on SPI and VSEs, SPI and process models, SPI and safety, SPI and project management, SPI and implementation, SPI issues, SPI and automotive, selected key notes and workshop papers, GamifySPI, SPI in Industry 4.0, best

practices in implementing traceability, good and bad practices in improvement, safety and security, experiences with agile and lean, standards and assessment models, team skills and diversity strategies.

America at Night John Wiley & Sons

In today's hyper-connected society, understanding the mechanisms of trust is crucial. Issues of trust are critical to solving problems as diverse as corporate responsibility, global warming, and the political system. In this insightful and entertaining book, Schneier weaves together ideas from across the social and biological sciences to explain how society induces trust. He

shows the unique role of trust in facilitating and stabilizing human society. He discusses why and how trust has evolved, why it works the way it does, and the ways the information society is changing everything.

Digital Marketing Analytics Springer

The business guide to Big Data in insurance, with practical application insight Big Data and Analytics for Insurers is the industry-specific guide to creating operational effectiveness, managing risk, improving financials, and retaining customers. Written from a non-IT perspective, this book focusses less on the architecture and technical details, instead providing practical guidance on

translating analytics into target delivery. The discussion examines implementation, interpretation, and application to show you what Big Data can do for your business, with insights and examples targeted specifically to the insurance industry. From fraud analytics in claims management, to customer analytics, to risk analytics in Solvency 2, comprehensive coverage presented in accessible language makes this guide an invaluable resource for any insurance professional. The insurance industry is heavily dependent on data, and the advent of Big Data and analytics represents a major advance with tremendous potential -

yet clear, practical advice on the business side of analytics is lacking. This book fills the void with concrete information on using Big Data in the context of day-to-day insurance operations and strategy. Understand what Big Data is and what it can do Delve into Big Data's specific impact on the insurance industry Learn how advanced analytics can revolutionise the industry Bring Big Data out of IT and into strategy, management, marketing, and more Big Data and analytics is changing business - but how? The majority of Big Data guides discuss data collection, database administration, advanced analytics, and the power of Big Data - but what do you

actually do with it? Big Data and Analytics for Insurers answers your questions in real, everyday business terms, tailored specifically to the insurance industry's unique needs, challenges, and targets.

Liars and Outliers

Harvard Business Press
 Many senior executives talk about information as one of their most important assets, but few behave as if it is. They report to the board on the health of their workforce, their financials, their customers, and their partnerships, but rarely the health of their information assets. Corporations typically exhibit greater discipline in tracking and accounting for their office furniture than their data.

Infonomics is the theory, study, and discipline of asserting economic significance to information. It strives to apply both economic and asset management principles and practices to the valuation, handling, and deployment of information assets. This book specifically shows: CEOs and business leaders how to more fully wield information as a corporate asset CIOs how to improve the flow and accessibility of information CFOs how to help their organizations measure the actual and latent value in their information assets. More directly, this book is for the burgeoning force of chief data officers (CDOs) and other information and analytics leaders in

their valiant struggle to help their organizations become more infosavvy. Author Douglas Laney has spent years researching and developing Infonomics and advising organizations on the infinite opportunities to monetize, manage, and measure information. This book delivers a set of new ideas, frameworks, evidence, and even approaches adapted from other disciplines on how to administer, wield, and understand the value of information. Infonomics can help organizations not only to better develop, sell, and market their offerings, but to transform their organizations altogether. "Doug Laney masterfully weaves together a

collection of great examples with a solid framework to guide readers on how to gain competitive advantage through what he labels "the unruly asset" - data. The framework is comprehensive, the advice practical and the success stories global and across industries and applications." Liz Rowe, Chief Data Officer, State of New Jersey "A must read for anybody who wants to survive in a data centric world." Shaun Adams, Head of Data Science, Betterbathrooms.com "Phenomenal! An absolute must read for data practitioners, business leaders and technology strategists. Doug's lucid style has set a new standard in providing intelligible material in the field of information economics.

His passion and knowledge on the subject exudes thru his literature and inspires individuals like me."

Ruchi Rajasekhar,
Principal Data
Architect, MISO Energy
"I highly recommend
Infonomics to all
aspiring analytics
leaders. Doug Laney's
work gives readers a
deeper understanding
of how and why
information should be
monetized and
managed as an
enterprise asset.

Laney's assertion that
accounting should
recognize information
as a capital asset is
quite convincing and
one I agree with.
Infonomics enjoyably
echoes that
sentiment!" Matt
Green, independent
business analytics
consultant, Atlanta
area "If you care about
the digital economy,
and you should, read
this book." Tanya
Shuckhart, Analyst
Relations Lead, IRI
Worldwide