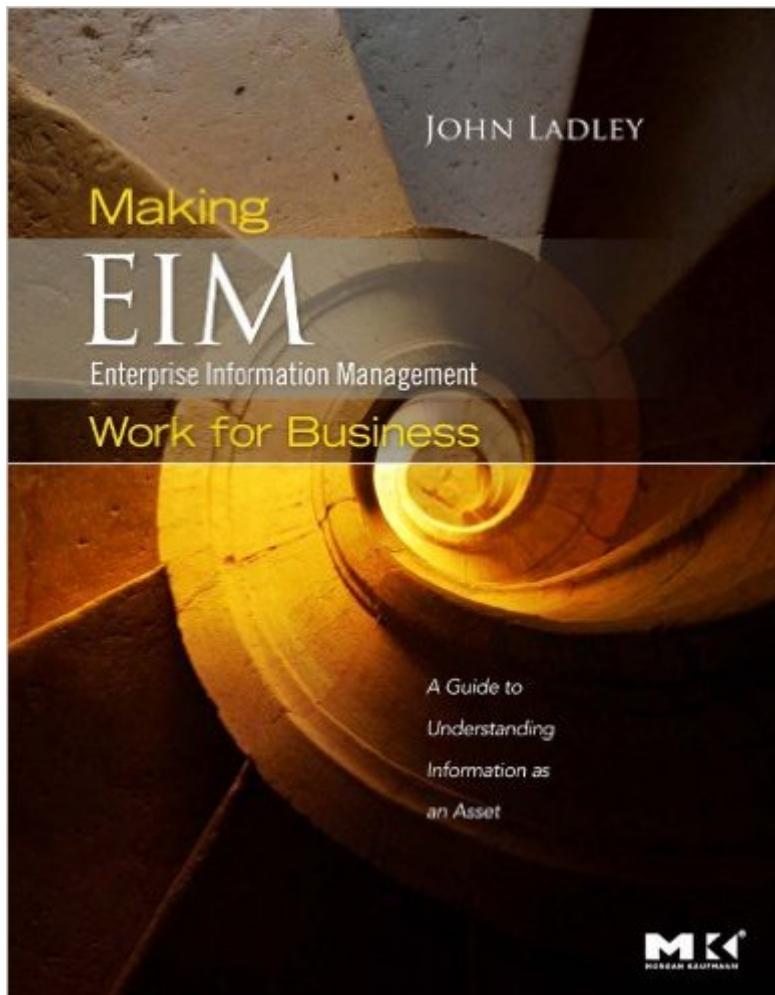


The book was found

Making Enterprise Information Management (EIM) Work For Business: A Guide To Understanding Information As An Asset



Synopsis

Making Enterprise Information Management (EIM) Work for Business: A Guide to Understanding Information as an Asset provides a comprehensive discussion of EIM. It endeavors to explain information asset management and place it into a pragmatic, focused, and relevant light. The book is organized into two parts. Part 1 provides the material required to sell, understand, and validate the EIM program. It explains concepts such as treating Information, Data, and Content as true assets; information management maturity; and how EIM affects organizations. It also reviews the basic process that builds and maintains an EIM program, including two case studies that provide a birds-eye view of the products of the EIM program. Part 2 deals with the methods and artifacts necessary to maintain EIM and have the business manage information. Along with overviews of Information Asset concepts and the EIM process, it discusses how to initiate an EIM program and the necessary building blocks to manage the changes to managed data and content. *Organizes information modularly, so you can delve directly into the topics that you need to understand *Based in reality with practical case studies and a focus on getting the job done, even when confronted with tight budgets, resistant stakeholders, and security and compliance issues. *Includes applicatory templates, examples, and advice for executing every step of an EIM program.

Book Information

File Size: 23070 KB

Print Length: 552 pages

Publisher: Morgan Kaufmann; 1 edition (July 3, 2010)

Publication Date: July 3, 2010

Sold by: Digital Services LLC

Language: English

ASIN: B0048EJW6W

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #762,405 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #600

in Kindle Store > Kindle eBooks > Computers & Technology > Software > Business #668

in Books > Computers & Technology > Business Technology > Management Information Systems

Customer Reviews

We live in the Information Age and this book pushes the edge from theory into practice. It's a treatise on Enterprise Information Management (EIM), the emerging IT discipline whereby the business and technology functions within an organization seek to manage information as a corporate asset. Ladley writes this hefty text for the purpose of answering - to himself and to his readers -- a fundamental question: "What makes information valuable? Not [merely] useful, but valuable?" Focuses on the practical requirements for this emerging discipline to accomplish the goal of turning information into an organizational asset that will make an impact on the bottom line: increasing corporate value; improving workforce productivity; reducing production costs; and, enabling executives to make better decisions. In short, this text explores how IT professionals can better tie together all of an enterprise's information assets and applications to help their executives and workforce work better, faster and smarter. While different practitioners view EIM from different perspectives -- some seeing it as a "data-centric part" of the firm's information management plan to help them get to the next generation of IT management--while others view it as simply another layer to integrate into the business process--they all seem to converge around the idea that "the EIM vision is for a truly integrated, holistic information resource to finally become a reality." The author, John Ladley, Principal of IMCue Solutions, brings a great deal of thought and experience to this book.

John Ladley indicates at the outset that the necessity of this text is threefold: (1) because the reader is already doing enterprise information management (EIM) to some extent but not very well, this book is intended to show how to manage information better, (2) since this book is an apology from the author following a 30-year information technology career during which time he and his peers have "absolutely done a terrible job making a business case" for addressing data and information as an asset, this book is intended to increase business understanding, and (3) because business attitudes toward data and content are stuck in a "quick-fix, I can do it myself and Information Technology are idiots" mode, this book covers the risks and challenges that can only be addressed after data and content are seen from a different perspective. While it is not made apparent from the Table of Contents, the 30 chapters preceding the 8 appendixes are divided into two parts, the first of which (Chapters 1 through 14) is intended to provide material to sell, understand, and validate the EIM program, and the second of which (Chapters 15 through 30) is intended to delve into the

methods and artifacts needed to maintain EIM and have the business manage information. Whatever the case specific to this reviewer, perhaps due to Ladley targeting executive audiences, the text started making sense beginning with chapter 6 ("A Case for the Case"), the beginning Mark Twain quote of which sums it up: "It usually takes more than three weeks to prepare a good impromptu speech." In other words, "the EIM team needs to prepare to sell, so they can go and officially sell.

[Download to continue reading...](#)

Making Enterprise Information Management (EIM) Work for Business: A Guide to Understanding Information as an Asset Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Project Management the Agile Way: Making It Work in the Enterprise Project Management the Agile Way: Making It Work in the Enterprise, 2nd Edition Jewelry Making & Etsy Business Box Set: Jewelry Making Instructions and Useful Tips to Guide You Through How to Start Your Etsy Business (Jewelry Making ... Selling Etsy, Esty Selling Success) Making Enterprise Risk Management Pay Off: How Leading Companies Implement Risk Management Corporate Value of Enterprise Risk Management: The Next Step in Business Management Enterprise Java Developer's Guide with CDROM (McGraw Hill Enterprise Computing) Making Work Work: The Positivity Solution for Any Work Environment Building Enterprise Information Architectures: Reengineering Information Systems Financial Risk Management In Banking: The Theory and Application of Asset and Liability Management Asset Management: A Systematic Approach to Factor Investing (Financial Management Association Survey and Synthesis) Financial Risk Management: Applications in Market, Credit, Asset and Liability Management and Firmwide Risk (Wiley Finance) Digital Asset Management: Content Architectures, Project Management, and Creating Order Out of Media Chaos: Second Edition for 2016 Millennials & Management: The Essential Guide to Making it Work at Work BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Collaborative Enterprise Architecture: Enriching EA with Lean, Agile, and Enterprise 2.0 practices COSO Enterprise Risk Management: Understanding the New Integrated ERM Framework Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) Enterprise Risk Management (Financial Engineering and Risk Management)

[Dmca](#)