

What makes information useful? This seemingly simple and yet intriguing and complicated question is discussed in this book. It examines ways in which the quality of information can be improved in knowledge-intensive processes (such as on-line communication, strategy, product development, or consulting). The book proposes a conceptual framework to manage information quality for knowledge-based content, presenting four proven principles to apply the framework to a variety of information products. Five in-depth company case studies show how information quality can be managed systematically in order to increase the satisfaction of knowledge workers and information consumers. The book uses frequent diagrams and tables, as well as diagnostic questions and summary boxes to make its content actionable.

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