

## Infonomics How To Monetize Manage And Measure Information As An Et For Compeive Advantage

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Infonomics teaches us how organizations can monetize their data assets to derive measurable business value and become data-driven organizations. Laney was one of the first experts to identify and call out the power of Big Data. Now, in Infonomics, Laney issues a call to action.

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INFONOMICS How to Monetize, Manage, and Measure Information as an Asset for Competitive Advantage DOUGLAS B. LANEY Gartner, Inc. First edition published in 2018 by Bibliomotion, Inc. 711 Third Avenue New York, NY 10017, USA 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN, UK

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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 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."

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