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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.

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Infonomics is an excellent field guide to

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knowing what actions can be taken to better measure, manage and monetize your company's data assets now and in the future.

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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.

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Infonomics provides
the foundation and
methods for
quantifying information
asset value and tactics
for using information
as your competitive
edge to drive growth.
Infonomics also
provides guidance for:

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With its publication less than a month away, many people who have heard about, got a sneak peak of, or pre-ordered my book, *Infonomics: How to Monetize, Manage, and Measure Information for Competitive Advantage*, have inquired about what compelled me to write a book about

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what kind of crazy
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demanding much ...

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Laney**

Author Douglas Laney
has spent years
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developing Infonomics
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organizations on the
infinite opportunities to

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