



# **Infonomics: How to Monetize, Manage, and Measure Information as an Asset for Competitive Advantage**

*Douglas B. Laney*

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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.

## **Infonomics: How to Monetize, Manage, and Measure Information as an Asset for Competitive Advantage Details**

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**an Asset for Competitive Advantage Douglas B. Laney**

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## **From Reader Review Infonomics: How to Monetize, Manage, and Measure Information as an Asset for Competitive Advantage for online ebook**

### **Jay says**

Call me weird, but the topic of valuing information is one that I find quite intriguing. Information, or data, is all around us, but with computers and networking we are more aware there is something there that has value. And with the news of ransoming hard disks and innocuous apps that track our every move and sell the information to marketers and politicians, we can see that people are using this information and making money. So how is information valued? Laney provides a typical pop-business start to the book, including a number of customer examples of how companies have valued their information and have made decisions based on their valuation, decisions that other companies that haven't done this exercise might not even consider. The author is an analyst with Gartner Group, and has access to many companies and their stories, and he chooses some interesting ones that haven't already been widely repeated. The book ends up becoming more textbook-like in the last 2/3, including plenty of lists and definitions to help those in a company to determine the value of their information and to act on that knowledge. I listened to this on audio, and this is not the kind of book that works well in that medium. While the beginning, with lots of examples, works well, the extensive lists in the rest of the book are very difficult to remember. I wouldn't recommend listening to this one, unless you just listen to the first few hours. This is more a textbook or reference book anyway, and if you end up wanting to implement some of the ideas brought forth here, you'd want the book to refer to.

I found the book was deeper than I expected, diving into minutia on ways to value information that is probably valuable when you go through that exercise, but overwhelming when you are just considering its use. I enjoyed the examples in the beginning, and I would consider reading another book by Laney on the same topic at a higher level.

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### **Scott Anderson says**

Like reading a dictionary, very boring

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