



Informationsmanagement (German Edition)

Helmut Krcmar

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Digital Business, Internet, Informationsgesellschaft, Information als Wettbewerbs- und Standortfaktor: Diese Stichworte verdeutlichen die unternehmerische und gesellschaftliche Bedeutung von Information. Doch nicht nur Information allein, sondern auch die Systeme, die Informationen verarbeiten, speichern und übertragen und die Techniken, auf denen sie beruhen, verdienen Aufmerksamkeit. Informationsmanagement hat die Aufgabe, den im Hinblick auf das Unternehmensziel bestmöglichen Einsatz der Ressource Information zu gewährleisten. Das Buch zeigt, dass Informations- und Kommunikationstechniken nicht nur Rationalisierungsmöglichkeiten eröffnen, sondern v.a. Gestaltungsmöglichkeiten bieten. Die Aufgabe des Informationsmanagements, diese Chance zu nutzen und zugleich die Risiken zu beherrschen, steht im Mittelpunkt des Buches.



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