

Magic Quadrant For Customer Management Contact Center Bpo

Business Process Management (BPM) has become one of the most widely used approaches for the design of modern organizational and information systems. The conscious treatment of business processes as significant corporate assets has facilitated substantial improvements in organizational performance but is also used to ensure the conformance of corporate activities. This Handbook presents in two volumes the contemporary body of knowledge as articulated by the world's leading BPM thought leaders. This first volume focuses on arriving at a sound definition of BPM approaches and examines BPM methods and process-aware information systems. As such, it provides guidance for the integration of BPM into corporate methodologies and information systems. Each chapter has been contributed by leading international experts. Selected case studies complement their views and lead to a summary of BPM expertise that is unique in its coverage of the most critical success factors of BPM. The second edition of this handbook has been significantly revised and extended. Each chapter has been updated to reflect the most current developments. This includes in particular new technologies such as in-memory data and process management, social media and networks. A further focus of this revised and extended edition is on the actual deployment of the proposed theoretical concepts. This volume includes a number of entire new chapters from some of the world's leading experts in the domain of BPM.

This book balances the behavioral and database aspects of customer relationship management, providing students with a comprehensive introduction to an often overlooked, but important aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace. This edition has several new features: Updates that take into account the latest research and changes in organizational dynamics, business-to-business relationships, social media, database management, and technology advances that impact CRM New material on big data and the use of mobile technology An overhaul of the social networking chapter, reflecting the true state of this dynamic aspect of customer relationship management today A broader discussion of the relationship between CRM and the marketing function, as well as its implications for the organization as a whole Cutting edge examples and images to keep readers engaged and interested A complete typology of marketing strategies to be used in the CRM strategy cycle: acquisition, retention, and win-back of customers With chapter summaries, key terms, questions, exercises, and cases, this book will truly appeal to upper-level students of customer relationship management. Online resources, including PowerPoint slides, an instructor's manual, and test bank, provide instructors with everything they need for a comprehensive course in customer relationship management.

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"This book addresses the gap in business Web strategy through a collection of concentrated managerial issues, gathering the latest theoretical frameworks, case studies, and research pertaining to maximizing the power of the Web"--Provided by publisher.

This well-received and widely accepted book by the students of business schools across the country, in its Seventh Edition, provides cases that have been culled from the real business world and drawn from authentic sources. **NEW TO THE SEVENTH EDITION** In the present edition, the following cases have been thoroughly updated: • Ace Designers • BEML • BHEL • BPL • Gillette India • Infosys • Oracle • SAP • Standard Chartered Bank • Taj West End • HMT Watches • HMT Machine Tools These cases highlight the business environment of different companies, specifically from the view of competitiveness, product development, market strategies and inter-national business. The facts and data given in the case studies are compiled and presented in a simple and easy-to-read style for better understanding of the market practices. **TARGET AUDIENCE** • MBA • PGDM • MIB

What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, *The Challenger Sale* argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

Businesses are looking for methods to incorporate social entrepreneurship in order to generate a positive return to society. Social enterprises have the ability to improve societies through altruistic work to create sustainable work environments for future entrepreneurs and their communities. *Social Entrepreneurship: Concepts, Methodologies, Tools, and Applications* is a useful scholarly resource that examines the broad topic of social entrepreneurship by looking at relevant theoretical frameworks and fundamental terms. It also addresses the challenges and solutions social entrepreneurs face as they address their corporate social responsibility in an effort to redefine the goals of today's enterprises and enhance the potential for growth and change in every community. Highlighting a range of topics such as the social economy, corporate social responsibility, and competitive advantage, this multi-volume book is ideally designed for business professionals, entrepreneurs, start-up companies, academics, and graduate-level students in the fields of economics, business administration, sociology, education, politics, and international relations.

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. "Doug Laney masterfully weaves together a collection of great examples with a solid framework to guide readers on how to gain competitive advantage through what he labels "the unruly asset" – data. The framework is comprehensive, the advice practical and the success stories global and across industries and applications." Liz Rowe, Chief Data Officer, State of New Jersey "A must read for anybody who wants to survive in a data centric world." Shaun Adams, Head of Data Science, Betterbathrooms.com "Phenomenal! An absolute must read for data practitioners, business leaders and

technology strategists. Doug's lucid style has set a new standard in providing intelligible material in the field of information economics. His passion and knowledge on the subject exudes thru his literature and inspires individuals like me." Ruchi Rajasekhar, Principal Data Architect, MISO Energy "I highly recommend Infonomics to all aspiring analytics leaders. Doug Laney's work gives readers a deeper understanding of how and why information should be monetized and managed as an enterprise asset. Laney's assertion that accounting should recognize information as a capital asset is quite convincing and one I agree with. Infonomics enjoyably echoes that sentiment!" Matt Green, independent business analytics consultant, Atlanta area "If you care about the digital economy, and you should, read this book." Tanya Shuckhart, Analyst Relations Lead, IRI Worldwide

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters.

Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. the following tutorials are not related to any specific chapter. they cover the essentials of ec technologies and provide a guide relevant resources. p

This Edited Volume "Consumer Behavior and Marketing" is a collection of reviewed and relevant research chapters, offering a comprehensive overview of recent developments in the field of psychology. The book comprises single chapters authored by various researchers and edited by an expert active in the research area. All chapters are complete in itself but united under a common research study topic. This publication aims at providing a thorough overview of the latest research efforts by international authors and open new possible research paths for further novel developments.

This volume presents the revised and peer reviewed contributions of the 'ERP Future 2015' conference held in Munich, Germany on November 16-17, 2015. The ERP Future 2015 Research conference is a scientific platform for research on enterprise information systems in general and specifically on core topics like business process management (BPM), business intelligence (BI) and enterprise resource planning (ERP)

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systems. Besides the scientific community the event also addresses businesses developing, implementing and using enterprise information systems. The 7 full papers and 5 short papers accepted for ERP were selected from 23 submissions. The papers consider topics in education in enterprise systems; business process management; enterprise systems and solution providers; and IT-trends.

This document brings together a set of latest data points and publicly available information relevant for Digital Customer Experience Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

"The objectives of the proposed book are to provide techniques and tools appropriate for building application portfolios and develop strategies that increase financial performance"--Provided by publisher.

Addresses current issues of research into socio-technical systems (STSs). Provides suggestions on how social knowledge can synergize with technical knowledge.

"This book clarifies the present fast-advancing literature of the current state of art and knowledge in the areas of the development and reuse of reusable assets in emerging software systems and applications"--Provided by publisher.

The two-volume *Advances in Information Systems Development: Bridging the Gap between Academia and Industry* constitutes the collected proceedings of the Fourteenth International Conference on Information Systems Development: Methods and Tools, Theory and Practice – ISD'2005 Conference. The focus of these volumes is to examine the exchange of ideas between academia and industry and aims to explore new solutions. The proceedings follow the seven conference tracks highlighted at the Conference: Co-design of Business and IT; Communication and Methods; Human Values of Information Technology; Service Development and IT; Requirements Engineering in the IS Life-Cycle; Semantic Web Approaches and Applications; and Management and IT.

As the Web continues to grow, increasing amounts of data are being made available for human and machine consumption. This emerging Semantic Web is rapidly entering the mainstream and, as a result, a variety of new solutions for searching, aggregating and the intelligent delivery of information are being produced, both in research and commercial settings. Several new challenges arise from this context, both from a technical and human-computer interaction perspective – e.g., as issues to do with the scalability and usability of Semantic Web solutions become particularly important. The International Semantic Web Conference (ISWC) is the major international forum where the latest research results and technical innovations on all aspects of the Semantic Web are presented. ISWC brings together researchers, practitioners, and users from the areas of artificial intelligence, databases, social networks, distributed computing, Web engineering, information systems, natural language processing, soft computing, and human-computer interaction to discuss the major challenges and proposed solutions, success stories and failures, as well the visions that can advance the field.

Embraces both the theoretical background and the practical implementation of CRM strategy. Also comprises of elements of marketing, accounting, human resources, information technology and strategic management to ensure that it provides a comprehensive and fully developed introductory text.

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From the perspective of commercial and non-commercial organizations, this monograph with contemporary organizational and management problems, focus on four thematic areas. Traditionally, the first one is concentrating the reader's attention on the internal aspects of the organization's functioning as an object of research. In this regard, articles related to the concept of corporate social responsibility in two ways: organizational research and bibliometric analysis. The authors used an analogical (bibliometric) approach to examine trends in publishing for the concept of learning organizations. In this part of the discussion, the social aspect has been strongly displayed, also thanks to the social capital and enterprise. Another topic in this section is the role of the workers' knowledge in creating innovative solutions, emphasizing the role of trust and culture-rich collaboration between employees, employees' participation in creating projects, and organizational change. In addition, it discusses the role of information and knowledge networks and sharing knowledge among employees, which does remain without influence on the shaping of individual employees' careers. Slightly different from the other articles, though set in this section, there is an article referring to the organizational pathology. These considerations are much more valuable, usually because of the difficult access to negative information. The next section presents articles in the context of the modern tools used in the management of commercial and non-commercial organizations. This part of the discussion starts an article about forecasting methods and modern models of business management. In opposition to these considerations, the problem of unused, modern management methods in the local government sector, remains valid. Also, it refers to social media as a source of customer knowledge and management control, which should be considered as a strong and innovative determinant influencing the development of contemporary management methods of a modern enterprise. Interesting considerations are included in the article on the process management, with emphasis on the dynamic management of business processes and IT systems that go with it. The other articles present the concepts of the risk management model in a technology project, business model used in franchising, and the concept of accountability in conjunction with the development of innovation thanks to negotiating the role of intellectual capital. The modern market economy forces organizations to develop their ability to adapt to the conditions by improving their organization continually. It shows how modern-day commercial and non-commercial organizations are competing in a competitive market. This section opens the article, referring to the social competences of students developed during their studies and the competences of the future, which were studied and compared in two universities. The integral part of the organization's functioning of the organization in the environment is their broadly understood cooperation for the implementation of the objectives and achieving a competitive advantage in the market. This trend covers articles referring to the participation of county in networking, modeling synergistic interrelations within the business association, or the conditions that should be met between enterprises and institutions supporting the technological development of the organization. Other considerations concern customer preferences concerning their choice of commercial banks, the factors that determine the choice of financial instruments by small and medium enterprises, or the demands of sustainable family business development. The final part of the articles is related to a broader perspective, and so the functioning of the organization from a sectoral perspective and across industries. A distinctive feature is a sectoral approach to knowledge-based business services, the determinants of knowledge-based products in the pharmaceutical industry, and the behavior of competing companies in the chocolate and confectionery industry. A separate topic in this section is the concept of capturing value or the value in a sectoral approach. The issues related to the protection of personal data in the healthcare sector, patent activity of enterprises in the technology park, as well as the management of resources in the cluster. The prepared monograph is an interdisciplinary compendium of knowledge on the functioning of both commercial and non-commercial

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organizations in the context of three perspectives: micro, meso, and macro. The advantage of this type of studies is modern and up-to-date look at the problems of management, organization behavior, or the functioning of the organizations in the sector.

Customer Relationship Management
The Foundation of Contemporary Marketing
Strategy
Taylor & Francis

The theory and practice of AI and ML in marketing saving time, money

Continuous improvements in digitized practices have created opportunities for businesses to develop more streamlined processes. This not only leads to higher success in day-to-day production, but it increases the overall success of businesses. Enterprise Information Systems and the Digitalization of Business Functions is a key resource on the latest advances and research for a digital agenda in the business world. Highlighting multidisciplinary studies on data modeling, information systems, and customer relationship management, this publication is an ideal reference source for professionals, researchers, managers, consultants, and university students interested in emerging developments for business process management.

If you want to get more out of your Gartner research subscription, this book is for you! Whether you are a software buyer, a large or small vendor, or are wondering how Gartner can help you make better investment decisions, this book will give you new insights to Gartner's research.

By studying the methodology behind such popular analytical tools as the Magic Quadrant, you will understand how a vendor earned its rating and whether or not the ratings are justified!

Starting with the history of Gartner and how it compares to other IT analyst firms, this book gives a realistic assessment of the value of Gartner research to a company and provides ideas about other resources that could complement Gartner's analysis. You will also have the tools to level the playing field between large, medium and small vendors when using Gartner's analysis in selecting software. By reading this book, you will:

- Evaluate whether or not a Gartner subscription is of value to your company
- Adjust the Magic Quadrant to get a more realistic assessment of large and small vendors and their products
- Increase the value of your interactions with Gartner analysts
- Understand Gartner's biases and how Gartner makes money, and how this impacts its research results
- Appreciate the effects of cloud computing on Gartner, and why it matters to you
- Choose consulting services with confidence
- Assess the value of Gartner's other analytical products to your business

Information Technology for Management, 12 Edition provides students with a comprehensive understanding of the latest technological developments in IT and the critical drivers of business performance, growth, and sustainability. Integrating feedback from IT managers and practitioners from top-level organizations worldwide, the newest edition of this well-regarded textbook features thoroughly revised content throughout to present students with a realistic, up-to-date view of IT management in the current business environment. The text offers a flexible, student-friendly presentation of the material through a pedagogy that is designed to help students with different learning styles easily comprehend and retain information. This blended learning approach combines visual, textual, and interactive content—featuring numerous real-world case studies of how businesses use IT to increase efficiency and productivity, strengthen collaboration and communication, and maximize their competitive advantage. Students learn how IT is leveraged to reshape enterprises, engage and retain customers, optimize systems and processes, manage business relationships and projects, and more.

This book describes the intrinsic factors of IT Operation and its set-up during the software implementation phase. Based on the author's long-term experience in managing IT for more than 100 clients over nearly 25 years, the book examines the needed knowledge and execution management capabilities to implement and run IT environments successfully for all sizes of enterprises. Many real-world examples provide insight into typical IT challenges and recipes to turn common pitfalls of implementation and operation into best practices. In order to dominate information technology and not be dominated by it, readers will understand how to

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identify the most common risk factors during implementations and how to initiate successful risk-mitigation measures. The goal of this book is to arm the reader to completely prevent The 5 Pitfalls of Software Implementation by using the right programmatic design and execution. After an introduction to the book, individual chapters examine the vision of a Perfect IT and how Design Thinking and innovation contributes to it. The core chapters conveys The Five Pitfalls of Software Implementation, including Underestimation of System Performance Issues, Weak Program Governance and Leadership, and Operational Un-Readiness. The challenges surrounding implementations of cloud applications, are presented separately. Final chapters describe the preparation of the IT Operation along with a number of dos and don'ts (i.e. 'Best Practices' and 'Worst Practices'). The book concludes by presenting some Digital Strategies of companies, to dominate information technology.

This document brings together a set of latest data points and publicly available information relevant for Platforms & Applications Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

This document brings together a set of latest data points and publicly available information relevant for Digital Customer Experience. We are very excited to share this content and believe that readers will benefit immensely from this periodic publication immensely.

Organizations increasingly need to deal with unstructured processes that traditional business process management (BPM) suites are not designed to deal with. High-risk, yet high-value, loan origination or credit approvals, police investigations, and healthcare patient treatment are just a few examples of areas where a level of uncertainty makes outc

If you're a general manager or CFO, do you feel you're spending too much on IT or wishing you could get better returns from your IT investments? If so, it's time to examine what's behind this IT-as-cost mind-set. In *The Real Business of IT*, Richard Hunter and George Westerman reveal that the cost mind-set stems from IT leaders' inability to communicate about the business value they create-so CIOs get stuck discussing budgets rather than their contributions to the organization. The authors explain how IT leaders can combat this mind-set by first using information technology to generate three forms of value important to leaders throughout the organization: -Value for money when your IT department operates efficiently and effectively -An investment in business performance evidenced when IT helps divisions, units, and departments boost profitability -Personal value of CIOs as leaders whose contributions to their enterprise go well beyond their area of specialization The authors show how to communicate about these forms of value with non-IT leaders-so they understand how your firm is benefiting and see IT as the strategic powerhouse it truly is.

This book introduces students to CRM (customer relationship management), a strategic methodology that's being embraced in increasing numbers by organizations looking to gain a competitive advantage. With in-depth coverage of business and consumer markets in various vertical markets, the impact of new technology and more, it helps readers understand how an enhanced customer relationship environment can differentiate an organization in a highly competitive marketplace. Featuring the latest developments in the discipline, a cohesive approach, and pedagogical materials (including chapter exercises that connect theory with action), it is the one-stop-source for a comprehensive CRM course.

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Describes how many companies erroneously believe that customer loyalty is won by dazzling them, but that research and surveys show that loyalty is based on delivering on basic promises and offers insights for companies to use to improve brand loyalty.

This well-established book, now in its Fourth Edition, provides the latest information and data on International Marketing with emphasis on the Indian context. Retaining all the strengths of

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the previous editions, the new edition includes significant updates in the case studies, namely, • Infosys Technologies Limited • SAP India • Global Marketing in Wipro—Growing in Strength • I-Flex Solutions (Currently Oracle Financial Software Solutions) • Ace Designers • Gillette India • Mysore Sales International Limited These case studies presenting the facts and data explicitly, familiarise the readers with the latest developments and changing scenario of international marketing. Now, the text highlights a wide variety of aspects relating to the business environment, with specific focus on competition, product development, market strategy and international business. Primarily intended for postgraduate students of management, the book would also greatly benefit managers attending various management programmes.

The Universal Service Desk (USD) – Implementing, controlling and improving service delivery defines what a USD is, why it is valuable to an organisation and how to build and implement one. It also discusses the evolution of the USD as part of integrated workplace management. Strategic Sourcing Management examines procurement and supply management in detail, covering the three dimensions of competitiveness, effectiveness and efficiency. Written by Olivier Bruel, Professor Emeritus HEC Paris, and a team of contributing experts from academia, consulting and industry, the book is organised into four parts: strategic decisions; operational management of procurement and related supply chain; management of human resources and dedicated information systems; management of performance and change. This book has been written with a comprehensive global and coherent approach but the chapters are self-standing, enabling the reader to dip into different sections according to need. Strategic Sourcing Management considers both tactical and strategic perspectives that link with a corporate strategy and it includes dedicated chapters on how to set up a Strategic Sourcing function. The text is enriched with clear graphics and solid examples of best practice. Strategic Sourcing Management is a robust text based on both research and experience, so an essential reference for practitioners and academics working in or studying procurement and supply management. It is suitable for anyone involved in procurement and supply management at a senior level but also for general management enabling them to understand the mechanisms of value creation through Strategic Sourcing.

The challenges of our customers are more and more diverse. A couple of strong trends like digitalization and cyber security issues are facing the daily life of all of us. This is true for our business and private life. That "People make a difference" is a strong Vineyard belief. Therefore, in this book the Vineyard consultants are interviewed in order to present their individual consulting experiences. As a starting point the current customer challenges and consulting trends are summarized. A contribution towards the GDPR deadline and approaches how to deal with these changes is following. The next article is suggesting how to handle the need in the pharmaceutical industry to communicate with business partners beyond the firewall. Based on Vineyards long experience in the IT Cyber Security world the following article is emphasizing why security is priority zero and how IT Security standards and frameworks can be used in a beneficial and lean way. The following two articles have a strong technical focus. While the first one is introducing the new technology "Summarizer" which is capable to compress existing files from a content perspective the following is about what an agile methodology can deliver in the field IT Service Management. The benefits of a focused eDiscovery approach for litigation processes are discussed in another contribution. How transitional changes for companies as a result of Brexit for example can be managed is following. Risk management in the cyber field for the banking industry and leading in projects are two interviews that reflect typical customer challenges. How to set-up an electronic archive as part of a digitalization initiative is outlined in an expert interview for the insurance industry. The benefits of a focused eDiscovery approach for litigation processes are discussed in another impulse. An interview about knowledge management is closing this book. As a key

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component for the customer in a knowledge society it is discussed how this can be approached for a consultancy. If you focus your deep dives you can also see the little things in a broader context. We wish our readers inspiring insights and new impulses to find the individual balance between the right deep dives and the ability for the helicopter view. Many thanks again to all Vineyard colleagues contributing to this new Vineyard book.

This document brings together a set of latest data points and publicly available information relevant for Digital Customer Experience Technology. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

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). Based on existing information quality literature, the book proposes a conceptual framework to manage information quality for knowledge-based content. It presents 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. The book uses frequent diagrams and tables, as well as diagnostic questions and summary boxes to make its content actionable.

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