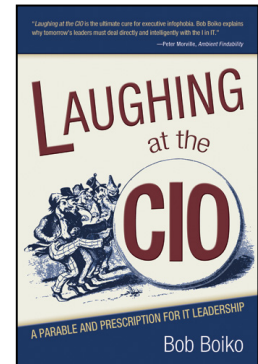# *NEWS RELEASE*

IMMEDIATE RELEASE
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Putting the "I" Back in "IT"

In *Laughing at the CIO*, Bob Boiko Offers a Parable and Prescription for IT Leadership

July 26, 2007, Medford, New Jersey—Information Today, Inc. (ITI) announced publication of *Laughing at the CIO: A Parable and Prescription for IT Leadership*, a book by Bob Boiko.

While business leaders invariably describe information as a key strategic asset, relatively few have found a way to use information to run their companies more effectively. IT guru Boiko (*Content Management Bible,* Wiley, 2004) sets out to change that in his new book, providing a prescription for professionals who are sick of suffering through a never-ending stream of technology "solutions" that never really solve anything.

In *Laughing at the CIO*, Boiko demonstrates how execs and tech staff alike can harness the "I" in "IT," showing them how to become leaders by making measurable movement toward strategic goals. Boiko's business parable—a modern-day fable of Information Technology gone awry—culminates in a process for creating IT strategy and action in any organization.

"*Laughing at the CIO* illustrates the problem facing many organizations around the world, where the value and strategic impact of information is misunderstood or simply ignored," according to Janus Boye, Managing Director of Boye IT and author of Enterprise Portals Report. Peter Morville, author of *Ambient Findability*, described the book as, "The ultimate cure for executive infophobia." Morville said, "Bob Boiko explains why tomorrow's leaders must deal directly and intelligently with the I in IT."

Laughing at the CIO includes the following chapters:

1. Rebooting IT
2. Information Initiatives
3. The Grand Flop
4. Strategy Upgrade
5. Know What Information Is
6. Know Why Information Matters
7. Own Information
8. Know the Goals
9. Create an Enterprise Strategy
10. Devolve Ownership
11. Engage Intelligently
12. Move Management Forward
13. Do Less
14. Set the Tone of the Department
15. Build an Information Practice
16. Lead Information Projects

Print buyers of *Laughing at the CIO* receive free access to a Web-based ebook edition. The ebook is also available for purchase as a standalone resource via the publisher's Web site.

Bob Boiko is founder and president of Metatorial Services, Inc. Recognized worldwide as a leader in the field of content management, he has almost 20 years of experience designing and building Web, hypertext, and multimedia systems and tools for some of the world's top technology corporations, including Microsoft, Motorola, and Boeing. As a faculty member of the University of Washington Information School, Boiko has trained hundreds of information professionals and designed and led programs on information leadership, systems design, and content management. He lives with his wife and two sons in Seattle, Washington.

Laughing at the CIO: A Parable and Prescription for IT Leadership (224 pp/softbound plus Web ebook/$29.95/ISBN 978-0-910965-78-1; Web ebook only/$29.95/ISBN 978-1-57387-946-0) is a CyberAge Book from Information Today, Inc. It is available in bookstores through Independent Publishers Group (IPG) or by calling (800) 300-9868 [outside U.S. call (609) 654-6266]; faxing (609) 654-4309; e-mailing custserv@infotoday.com; or on the Web at www.infotoday.com.

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