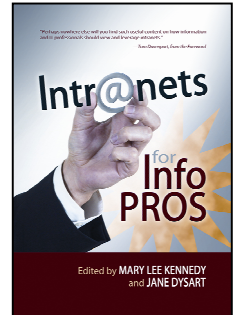# NEWS RELEASE

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Intranets for Info Pros

New Book Offers Cutting-Edge Advice for the Information Professional Charged with Implementing or Contributing to an Intranet

November 6, 2007, San Jose, CA—At the KMWorld & Intranets Conference and Exhibition taking place at the San Jose McEnery Convention Center, Information Today, Inc. (ITI) announced the publication of *Intranets for Info Pros*, edited by Mary Lee Kennedy and Jane Dysart and featuring a foreword by Tom Davenport.

The corporate intranet is among the primary landscapes in which information-based work occurs today, yet many information professionals continue to view it with equal parts skepticism and dread. In the book, the editors and 10 expert contributors provide support and encouragement to the information professional responsible for implementing or contributing to an intranet.

"You'll discover where intranets are going from a technical and business function perspective, but you'll also learn about issues such as roles and governance, portals, collaboration, and so forth," according to Tom Davenport, a leading information technology and management consultant and author. "Perhaps nowhere else will you find such useful content on how information and IT professionals should view and leverage intranets."

The leading thinkers and practitioners who contributed chapters are Angela Abell, Cory Costanzo, Mike Crandall, Eric Hards, Ian Littlejohn, Cynthia Ross Pedersen, Avi Rappoport, Craig St. Clair, Jose Claudio Terra, and Debra Wallace. The topics presented are tailored to the concerns of information professionals, but also address the fact that intranets are inherently a technical vehicle involving IT expertise.

In *Intranets for Info Pros*, editors Kennedy and Dysart and their expert contributors describe important trends and best practices, and equip information professionals to make key contributions to their organization's intranet success. Michelle Manafy, editor-in chief of *Intranets* and *EContent*, said the book offers "the latest thinking on the tools and tactics required for maximizing the power of (and investment in) your intranet."

The book's chapters are:

1. Current State Considerations and Future Direction of Intranets
2. Roles Information Professionals Play
3. Implementing an Intranet that Makes Sense
4. Governance Roles and Responsibilities
5. Collaboration and Communities
6. Content Management for Intranets
7. Writing for Intranets
8. Corporate Portals and Intranets
9. Information Architecture
10. Intranet Search
11. Designing the Ultimate End-User Experience: Separating Presentation and Content

Book Signing at KMWorld & Intranets
Editor Jane Dysart will sign copies of *Intranets for Info Pros* at the Information Today, Inc. booth during the KMWorld & Intranets Grand Opening Reception on Tuesday, November 6, from 5:00 to 6:00 PM. For more about the event including venue information, visit www.kmworld.com/kmw07.

Mary Lee Kennedy has global experience in multinational corporations, government, and higher education on all organizational levels. She specializes in the formulation and implementation of practical information and knowledge strategies that positively impact organizational and business performance. **Jane Dysart** is a principal of Dysart & Jones Associates, a consulting firm that focuses on assisting libraries in the areas of information management, strategic and business planning, service design, organizational structuring, market positioning, and conference planning.

Intranets for Info Pros (304 pp/softbound/$39.50/ISBN 978-1-57387-309-3) is published by Information Today, Inc. (ITI). It is available in bookstores and direct from the publisher by calling (800) 300-9868 [outside the U.S., call (609) 654-6266]; faxing (609) 654-4309; e-mailing custserv@infotoday.com; or visiting the ITI Web site at www.infotoday.com.

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