



Business & Economics

InfoSense: Turning Information into Knowledge

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W. H. Freeman

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Despite the growth of computing in America over the last several decades, there have been no significant productivity gains. One possible reason for this is a lack of understanding of how to manage information. Devlin's book focuses on the issue of managing information in today's commercial environment.

The book is targeted for the professional businessperson and is intended to provide a way for the average person to make sense out of the flow of daily information. With his mathematical and scientific background, Devlin draws upon research results and scientific principles to demonstrate ways individuals can improve information interpretation. Examples such as a 1977 plane crash in which 583 people were killed as a result of a miscommunication illustrate the point that misinterpretation of information can have major repercussions. A systems approach is applied to show, on an individual level, ways to minimize the possibility of misunderstandings in business meetings and everyday conversation.

Although certain sections may be too technical for some readers, the points are well explained via appropriate examples, and the short chapters and good summaries at the end of each chapter make this book easy to understand.

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