The Intelligent Organisation: Realising the value of information

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The Intelligent Organisation offers a radical model of organisation based on the integration of structure, individuals and information. In this game-changing book, leading consultant John Beckford proposes a different way of designing organisations in order to transform their performance and capitalise on the potential offered by contemporary information capability. This book demonstrates how an organisation designed *backwards from its customers* provides optimised autonomy for individuals and integrated, coherent information.

Drawing on ideas from management science, business information management, organisation theory and extensive professional practice, Beckford argues that organisations have not evolved to process and derive meaning from exponentially increasing availability of data, and that the use of data for optimum performance requires **fundamental organisational changes**, not incremental improvement. Beckford demonstrates how to effect these changes in real practice and the positive results these changes can yield, as well as the challenges in implementation and how to work around them.Beckford's style is lively and direct, but his arguments are academically rigorous, striking a persuasive balance between accessibility and authority. The text is supported by case studies throughout and a dedicated website, www.intelligentorganisation.com, with support materials for lecturers.

The Intelligent Organisation will be of significance to Masters and Undergraduate students reading Business Studies, Information Systems, Business Information Systems, Computer Science, Business Management and Management Science.

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