



## **New Insights into Corporate Information Economics**

*This is the 17th book by prof. Paul A. Strassmann, former Chief Information Officer of Xerox, the Department of Defense and NASA. It concentrates on analytic methods to be used in the evaluation of investments in information technologies and in information management. Topics include a discussion of Information Technology and Profits, Knowledge Capital and Outsourcing. Book includes 55 illustrative Tables, 27 graphic figures and 18 examples of how to perform numerical calculations.*

New Canaan, CT, September 08, 2007 --(PR.com)-- This is the latest on-demand publication by prof. Paul A. Strassmann, former Chief Information Officer of Xerox, the Department of Defense and NASA. At present he is the Distinguished Professor of Information Sciences at the George Mason University. Mr. Strassmann is the holder of the Distinguished Public Service medal from the Department of Defense and the Exceptional Service medal from NASA for his contributions to improved uses of computers and the security of information technologies.

This work is a summary of Mr. Strassmann's recent research on the the value of information technologies and how to approach the analysis of investments in information management. Cases have been drawn from the banking, pharmaceutical and automobile industry.

The book concentrates on analytic methods to be used in the evaluation of expenditures for computers. Topics include computer profitability, Information Productivity, Knowledge Capital, Outsourcing and Business Transformation. The book includes illustrative tables, graphic figures and detailed examples of how to perform actual calculations. In each case the reader is offered templates which can be then applied in specific corporate cases.

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