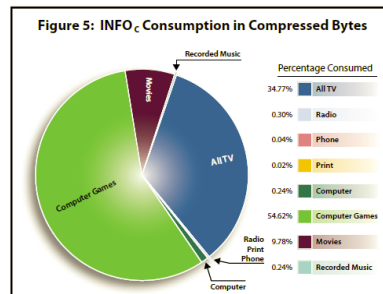
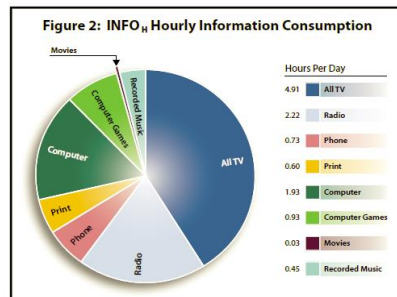




NATHAN ZELDES

Thinker, Speaker, Problem Solver.

All megabytes are not created equal: a different take on the value of stored information



An original look at the *real* value of information

The usual discussion of information flow alternates between “Knowledge is power, the more the better”, and “Help! We’re drowning in Information Overload!” – and often, absurdly, both at once. What is missing in this rather shallow conversation is attention to the fact that the same batch of information can be of completely different value to different people, to different organizations, and even to the same person at different times, places and circumstances.

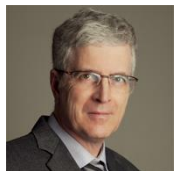
In this lecture Nathan Zeldes, a veteran Knowledge Work expert, takes an original look at this subject. He reviews all the ways in which the value of information to its creators and consumers can be assessed, looking at criteria like usage model, connectivity, redundancy, searchability, cultural context, and more. He explains why there definitely is a thing like too much information, and points out what organizations should do to optimize their information and IT strategies to maximize user value and thereby the bottom line.

Target audience: managers, knowledge workers and librarians.

Duration: 45 minutes (30 min. version available).

About the speaker

Nathan Zeldes is a globally recognized thought leader in the search for improved knowledge worker productivity. After a 26 year career as a manager and principal engineer at Intel Corporation, he now helps organizations solve core problems at the intersection of technology and human behavior.



Nathan has been working on email overload for 18 years, during which he’s developed and deployed original solutions at Intel and other companies. He’s exchanged knowledge and solutions with scores of organizations worldwide, and has founded the Information Overload Research Group, which he chairs.

His professional activity is accessible at www.nathanzeldes.com.