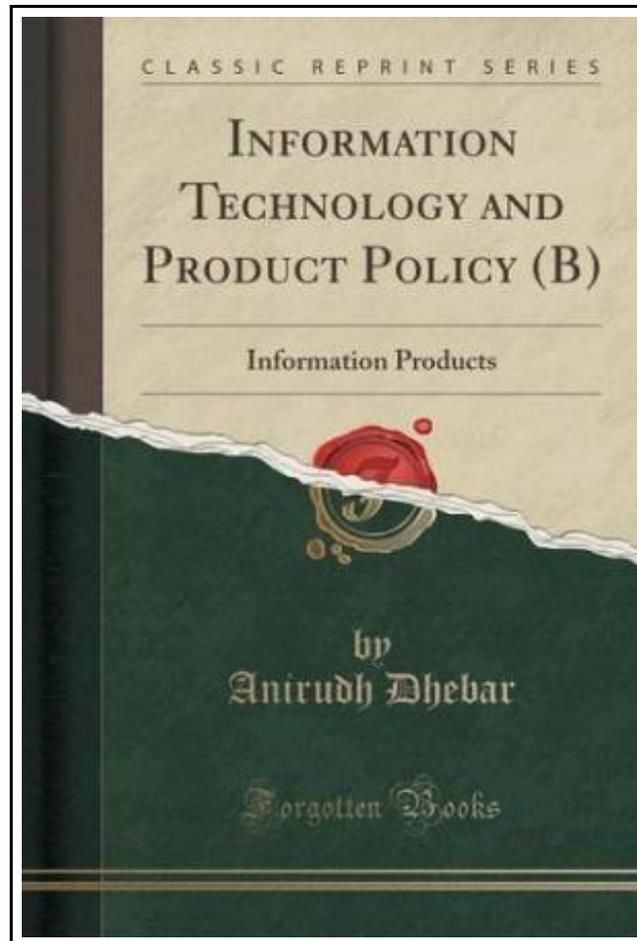


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from **Information Technology and Product Policy (B): Information Products** Information products are crafted from data, a totally different kind of raw material, and they can be delivered in a range of media, physical as well as nonphysical, and permanent as well as transient. These characteristics make for a special relationship between data, information products, and information technology (It), especially when the technology is employed to digitize the data and, much like a potters wheel, shape the pliable clay of (possibly multimedia) Is and Os into an assortment of analog and digital products. Increasingly, consumers, too, have access to their own potters wheel of It to add value of their own and fashion derivative products. iTs role does not end there: the technology can also serve as the pot, the medium in which the clay is transported and displayed, albeit it as a transient electronic flicker; and as the conduit for an expanded product scope that includes analysis and transactions. This article details why data, information products, and It are a special triad; next, it articulates the important product-policy concerns; and, having framed the issues, it considers Its impact on product policy in three cases: (1) digital database, analog product, physical medium;(2) digital database, digital product, physical medium; and(3) digital database, analog or digital product, electronic medium. The exploration is, admittedly, only a rough sketch of a topographically rich territory; but we are in the early days of exploration, and even a rough sketch can be of great assistance given the paradigm shifts in play. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction...

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