

# The right people, information and decisions.

## Behind every good business decision is an information professional.

The competitive advantages you bring to the table are superior management strategies and decision-making capabilities. Both originate from information that's been gathered, organized and shared throughout your enterprise by people called information professionals.

The relevant, high-quality business information you need to take action doesn't turn up all by itself. Whether internally or externally produced, it's the lifeblood of people who work for you: librarians, knowledge managers, chief information officers, Web developers, information brokers and researchers.

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