

REVIEWS

Produse și servicii de informare avansată./Products and services of advanced information. Coord. Rodica Mandeal și Octavia-Luciana Porumbeanu. București: Editura Universității din București, 2005, 244 p. ISBN 973–737–098–8

The volume co-ordinated by Rodica Mandeal and Octavia-Luciana Porumbeanu includes a selection of studies and papers presented at the workshop *Modern Activities and Professions in Documentation* organized at the LIS Department of the Faculty of Letters at the University of Bucharest.

The eight studies, *Products and Solutions of Business Intelligence* (Denisa Eustasius), *The Information Society – Security and Risk* (Gabriela Poenar), *Technological Intelligence – a French Approach* (Irina Capmare), *Competitive Intelligence and Business Management* (Mariana Alina Stan), *Overview on the Competitive Intelligence in the USA* (Veronica Stoian), *Business Intelligence in Europe* (Anamaria Simion), *Business Intelligence – A Modern Documentary Technique* (Elena Andreea Bugheanu), *Business Intelligence – A Development Strategy* (Ionela Romana Croitorescu) approach one of the most modern products of advanced information: the Business Intelligence.

Business Intelligence defined as “a program/process of collecting, analyzing and disseminating external information that can affect the plans, decisions and operations of an organization, information obtained from external sources by using ethical methods” represents a very useful tool for nowadays management which confronts with a lot of problems generated by change.

At present, the management has become an extremely complex process because of the competition and the fast and unforeseeable changes of the environment, especially the technological ones. Making decisions on the basis of the information received is more and more difficult precisely because this is in a larger quantity and we have to deal with the phenomenon of *informational drowning* that overwhelms the leadership. Business Intelligence creates a certain order in this information ocean allowing a fast and complex information of managers and limiting the overloading. At the same time, it contributes to the growth of the market rate of the organization, it helps in the fast implementation of decisions and it offers the leadership the possibility to value the forces and opportunities and to eliminate the threats and weaknesses of the internal and external environment.

All these changes force the economic or cultural structures to adapt to the new information technologies by an adequate endowment, especially computers

with which information can be collected, processed and transmitted in order to help in the decision making process.

Considered as a fundamental resource of the contemporary era, like the stone, the bronze or the iron in other times, the information acquires a personal philosophy and a new relation with the idea movement, it penetrates in the goods production reality, but also in the cultural structures' strategies and programmes.

Business Intelligence has appeared in this period characterized by profound changes as a response to the necessity experienced by organizations to process more and more information and as a solution to the many problems of the leadership work.

The book addresses primarily to students but it can also be useful to librarians, information professionals, managers, all those that use information as a main resource in their activity.

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