We will treat this notion with images and examples: • Bombard, canon and research head shuttle •• Waterfalls of information / river falls that illustrates useful and useless information ••• a new definition of information itself •••• Controls, treatment, and uses of information •••• Formalizing useful information

You will find in the appendices some therorical explanations on the ways and means to obtain information how to use other company reseach and studies, a note about Home tests dangers, and a few Sharp methods of psycho-sociological connotations. Remember however that this special chapter is only intended for the curious ones who always want to learn more and enjoy deepening simple notions even if it makes them more complicated or if they may appear complex at first!

While Peter Drucker describes the postindustrial society, he predicts the end of the capital-work couple. He preposed his demonstration on the economical information and knowledge functions
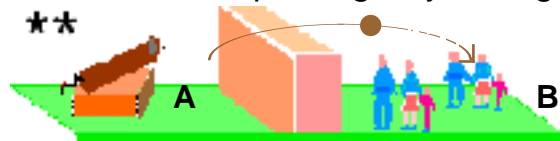
Information keystone of the system!

There are 4 methods use to know your customers better, depending on your degree of marketing sophistication.

Suppose, by convention, that you stand in part **A** of the above drawing.

A wall hides your customers who are standing in part **B** of the graph.

In the first phase, almost nothing changes. Nobody takes care of the potential customer. No management is involved and the **bombard** shoots above the wall without targeting. The direction of the shooting is once and for all determined by the manager's intuition and cannot be changed as the bombard cannot be moved!


In the second phases a **canon** is used: it has wheels and can be moved, as you want to correct the shoot. However, you will never receive any feedback on the past shoot as the wall still hides its result. You still have to follow your intuition.

market surveys
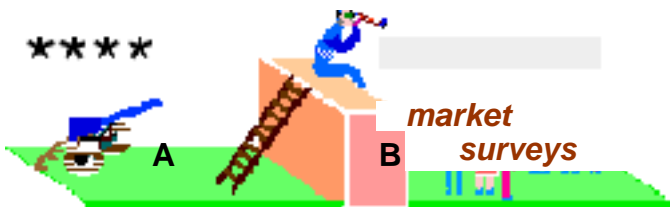
Third, you set up a ladder against the wall and you climb onto the wall to observe what happens on the other side. The individual will come back down to inform you of the current position of your target so you may redirect the shoot, and if the customers did not move afterwards, you might reach them!
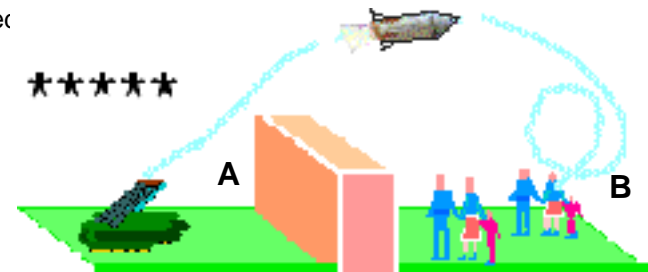
The last phases use other tactics: forget the canon! Use a **shuttle** whose **search head** incorporates an **information system**! Whatever the preciseness of your shoot, the missile will automatically correct its move and reach its goal. The efficiency of the floor-floor projectile is ± independent of the shoot preciseness.
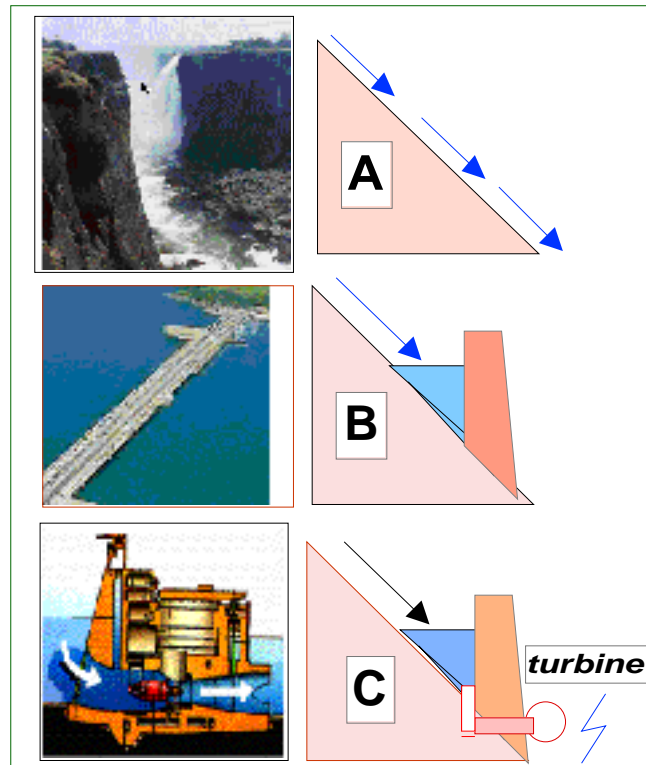
A Water falls down the mountain in abundant* quantity but it is barely used in its present state: **the natural water goes unused to the valley.**

B Except if a dam is created and conserves the water, which will go through an...

C ... electrical control and create electricity.

* You will often find business documents (like orders, sellers feedback report, bills, info on stocks, production, statistics on quality or after sale service which come from customer, supplier or employees), but they are not being dispatched in the company:
they remain in one particular service.

It also happens that no information is given or shared between services or department as some employees may be jealous of others and wish to keep any key information for themselves. Information is power!

A fortiori, no one thinks about including additional information that could be very useful to other employees. This free information could have some costly impact as its absence could create unnecessary problems to another service.

Not to mention the unification of information of codes, computer systems and the presentation of the information, which is often forgotten within the company: it leads to waste of time, money, energy and information itself.

An intranet, a network system within the company would allow everyone to access any type of information

turbine

In practice

• You need to define all necessary, sufficient information for each activity, sector or department of the company.

•• Then you will hunt all existing forms of information to identify the sources. Each element should be judged by:

Its usefulness
Its viability and pertinence
Its up to date possibilities
Its cost and retention cost
Its risk (misinterpretation, poor wording, misunderstanding ...)

Avoid being redundant and optimize the return on investment of the information: it may lead to format change, primary entry or even normalization and rationalization of the information.

Another step would be to define the nature, the frequency and the mode of treatment of the information, so a clear analysis can be made.
Safety remains a priority: you must block the outsiders' access to the network by issuing passwords. Database will be constituted, as a logistic strategy and will determine who should have access to that information.

The Marketing is dead
Long life to the Marketing