



Information Strategy by the Tofflers

Alvin and Heidi Toffler are the ones of the American leading futurologists. According to them, the information strategy of the business organization has the following objectives:

Internal objectives	External objectives	
	Partners	Competition
Information collection Information processing Information distribution Information protection	Information distribution	Information denial Disinformation*

**) Although the Disinformation the Tofflers don't explicitly mention, nevertheless, it results from the logic of their text.*

If an enterprise is due to prosper, its information strategy must ensure all of the above objectives. The similar strategy can be considered for the organizations in the public and nonprofit sector, usually with the exception of the denial of information and disinformation.

Related terms and methods:

» Information