



Managing Information in Complex Organizations: Semiotics and Signals, Complexity and Chaos

Kevin C. Desouza, Tobin Hensgen

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This seminal work presents an effective design for processing information through five stages from data to actionable knowledge in order to influence behavior within organizations. The authors incorporate such concepts as evolution, semiotics, entropy, complexity, emergence, crisis, and chaos theory in an intriguing alternative to crisis management that can be applied to any organization. Their model shows how to evaluate and share information to enable the organization to avoid disaster rather than simply respond to it.

Additionally, the text presents the first attempt at a multi-disciplinary view of information processing in organizations by tying associated disciplines to their respective impacts on the information process.

Illustrations used in the text include an overlay that demonstrates how the non-use of information between agencies contributed to the 9/11 disaster, and an appendix addresses Organizing for Cyberterrorism.



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