



The Strategic Management of Information Systems: Innovation and Vision

Ben Booth

Foreword

Having first attended CAA in Birmingham in the early 1980's and having seen how the conference has prospered in the intervening years, it was a great pleasure to return to Birmingham for this 25th anniversary meeting. It is no less pleasing to see that contributions in the "Strategic Management" session match the maturity and confidence which now characterises this conference. Indeed I can report that my keynote paper at CAA 1994 has proved to be over-optimistic and that there are now information strategies in place in many areas.

Papers in this section show how the UK's major archaeological bodies have individually developed strategic plans for information use, and there are refreshing signs of co-operation between major bodies and interest groups both in England and Scotland. As would be expected for a discipline so heavily dependent

on mapped data there are several initiatives in the GIS field, all of which involve collaboration between different interests, and between both private and public sectors. The European and Global dimensions are also referred to. The interrelation with museums provides a channel through which archaeological knowledge may be disseminated out of the professional sphere to the general public.

In the past much information has remained unused because it could not be accessed. Today as more information comes on-line users of archaeological information are becoming empowered through having a choice in what to use and what to reject. In the future I believe that this will drive a customer focused approach which we may well see as a developing theme at future conferences.

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