

8 Information Distribution

Information is a critical asset in today's business organization, and the procedures involved in external and internal distribution of information are of prime importance. Successful management and distribution of information is a critical issue. This chapter covers a variety of ways to distribute information, both internally and externally.

Basic Principles

Although a large quantity of information is distributed and stored on paper, information distributed electronically is becoming even more popular as executives, managers, and other administrative professionals become more versatile with technology.

Distribution Means

Selecting an appropriate means of sending information is often the responsibility of administrative assistants. Therefore, administrative professionals should be able to analyze individual situations to make the best choice for distributing internal and external information.

Guidelines

Specific guidelines for establishing appropriate means of information distribution include the following:

- ❖ The **condition of the information** impacts its usefulness. It may have to be converted to another format to be of value to the receiver.
- ❖ **Internal and external distribution** procedures need to be established for easy transfer.