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Organizational Semiotics: Evolving a Science of Information Systems covers such issues as:

- -Fundamental concepts such as 'information', 'data', 'message', 'communication', 'knowledge', 'organization', 'system' and so on;
- -Properties of signs vital to organizational functioning, such as their meanings, the intentions they express and the valuable social consequences they produce;
- -'Architecture' of organizations when they are viewed as information systems, based on their semiotics features:
- -Understanding language in organizational contexts, for example, the limitations on the language used to conduct business affairs;
- -The empirical study of communications for requirements elicitation;
- -Applying semiotic categories (e.g. physical, empiric, syntactic, semantic, pragmatic, social) to various problems;
- -Organizational knowledge representation;
- -Business process re-engineering methods and the design of e-commerce systems.



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