increasingly brittle and finally demolished by incremental alterations.

The third component is Ovitas Publishing Bridge, which provides data transformation and integration as well as publishing automation. Publishing Bridge provides business process management, data transformation and integration, and publishing automation. It provided the interfaces for FASB’s professionals to contribute to Codification and to the evolution and maintenance of authoritative GAAP going forward.

Tscheke points out that, in this case, Ovitas’ team had experience that helped them develop this solution: “We provided the content management system for the International Accounting Standards Board, so we knew a lot about the kind of information and the kind of issues that would occur.” Guerrette agrees, saying that “Ovitas already had a notion of how to undertake the project and made good recommendations—such as search, how to organize our information, that we should build a cross-reference directory.”

It was an exciting opportunity for Ovitas, according to Tscheke. “You don’t have chances very often in your lifetime [involving] the possibility to change the foundation of something as big and as principled as the accounting world,” he says. Suggests that anyone undertaking a project such as this focus on developing an open, trust-based environment to gain the advantage of different constituencies’ expertise. He also thinks organizations need to design and build for the future, not just the problem at hand.

The portal is an ever-evolving process, one that is always being fine tuned, Guerrette points out. FASB gets customer feedback about the different features, and the group continues to look at each feature to see how it can be enhanced or changed.

“It’s only been out there for a year, and we still have a lot of work to make it work seamlessly with respect to searching the data or just signing up to use the data,” Guerrette explains. “We’re still in a learning, creativity mode—still understanding how to use it but changing it as we go.”

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**Read_Me_File**

**User Adoption Strategies**

MICHAEL SAMPSON

WWW.MICHAELSAMPSON.NET

$39

Although the two books in this column are on very different subjects, there is a commonality.

Both are written by acknowledged experts and both cover topics that have not been addressed before.

I remain mystified as to why companies try to solve intranet-ubility problems by implementing a new search application and throwing all sorts of technology (mainly SharePoint) at collaboration problems. Sampson has written a number of books on collaboration good practice, but has now turned his attention to working out what the barriers are to users adopting collaboration technologies, getting beyond what people are doing and into why they are doing it and, equally important, why they are not.

The first wave of new adopters may make a lot of noise about the value of collaboration, but it is the second wave, people carrying out business-critical activities, that have the greatest impact on business performance. This book is written for second-wave people (like myself) who find it difficult to make the leap from what the technology does to how they can use it to achieve business and career objectives.

The first section of this 260-page paperback includes four chapters that set the scene, including the problems that can arise from any sort of change. However, the core of the book is the exposition about a four-stage model of user adoption: winning attention, cultivating basic concepts, enlivening applicability, and making it real.

The final section provides guidance on how to develop a user-adoption strategy. One of the models that Sampson uses in this section is a user-adoption jigsaw. It is worth buying the book solely for pages 227–231, which describe this elegant approach to the evolution of such a strategy.

This is a book that deserves a seriously deep read. My recommendation is to read right through it quickly to get the structure in your mind, then grab a highlighter and work through it line by line and insight by insight.

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**The Accidental Taxonomist**

HEATHER HEDDEN

INFORMATION TODAY, INC.

WWW.INFOTODAY.COM

$39.50

One of the benefits of being an information scientist is that I know what a taxonomy is. It would be even better if I could build one! If you listen to some search vendors, no one needs a taxonomy anymore—search works without one. I beg to differ. This vendor attitude simply proves that the role of taxonomies, controlled-term lists, and thesauri are poorly understood even by those who should know better. Hedden is a professional taxonomist with a gift for translating complex ideas into practical guidance.

In 12 chapters, she provides a very clear introduction to terms and term relationships, surveys software for taxonomy creation and management, and sets out the commonalities and differences between using taxonomies for both human and automated indexing, I especially liked the chapter on hierarchies and facets, which leads into a great chapter about the ways to present hierarchies and fielded-search displays.

All this important preparatory work then leads to Chapter 10, which is about taxonomy planning, design, and creation—30 pages of guidance from someone who has learned the hard way about the difficulties of doing this type of work. Throughout the book, the use of everyday examples makes the information come to life, as the reader is taken through the use of synonyms by reference to the difference in usage of the terms “doctor” and “physician.”

I’m not sure the last chapter about taxonomy as a profession really fits into the scope of the book. Up to that point, the book has an international perspective, but the last chapter suddenly reminds you that the book is published in the U.S. Appendices list further reading and provide a good list of websites. As you might expect, the index is flawless.

This book will sit in my office bookshelf at desk height. I may not need to refer to it for several months, but when a client mentions either of the “T” words (taxonomy and thesaurus), I can reach for it and suddenly become impressively erudite on the subject. If you find that taxonomy development is mystifying, challenging, and frustrating, then you, like most intranet managers, need this book near your desk as well.