

Information science provides useful tools and approaches to make possible understanding of complex situations in knowledge based economies of global information societies. This dissertation project is focused on information side of an investment activity. It's aim is to identify key information factors in developing successful investment strategy targeted on companies from „new economy“.

Dissertation traces information transfer from the perspective of main actors (investor, information manager) and gives full picture of a problem situation. Investor's information needs stem from his search for a corporate superstar. Information manager must adjust his work as much as possible to a corporate strategy and business operations of a given firm. If they succeed in their information activities there's a high chance for investor and information manager to meet in a same company improving it's performance and success even further.