

# **THE HIGHEST COMMON FACTOR IN THE CURRENT AND FUTURE INFORMATION PROFESSION**

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## **Abstract**

*Rapid developments in ICT and globalization impinge on the traditional information profession, necessitating a paradigm shift if the profession is to stay relevant in an ever changing environment. This paper acknowledges that past successes created a dependable position upon which the profession commanded a strategic position and this can continue if it aligns itself to the current times. Written from a marketer's perspective and using positioning theory, the paper reviews extant research, discusses the implications and suggests approaches towards effective positioning of the information profession now and for the future. The paper concludes that the environment is too complex and will require contextual collaboration, improved services and human capital re-engineering.*