



## Book Review: Vocabulário Técnico da Organização Inteligente na Era Digital, by Kira Tarapanoff

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*Vocabulário Técnico da Organização Inteligente na Era Digital* is an essential and meticulously researched reference work, offering substantial value to both scholars and professionals in the fields of management, communication, information science, and technology. The book serves as a critical tool for understanding organizational and strategic processes in the digital era, with the potential to become a key reference for those working in Strategic Management, Knowledge Management, Information Management, and Competitive Intelligence.

Drawing on a broad and rigorous academic foundation, the author details the methodological and scientific basis that guided the selection and definition of terms. The compilation draws from a wide array of sources, including publications by the Organizational and Competitive Intelligence Group at the Universidade de Brasília, the SCOPUS database, classic literature in strategic management, academic glossaries, and leading online dictionaries. This breadth of reference reinforces the scope and depth of the work.

The term compilation began in 2019, with SCOPUS, covering publications from 2010 to 2021, serving as the primary source of validation. Supplementary sources include Science Direct Topics and ResearchGate. The former, maintained by Elsevier, is a globally recognized repository of scientific and technical knowledge, while the latter is a major platform for research collaboration. The inclusion of authoritative printed and digital dictionaries and encyclopedias further enhances the reliability and comprehensiveness of the vocabulary.

One of the book's most noteworthy features is its sensitivity to the evolving nature of both technology and terminology. The author makes extensive use of up-to-date glossaries and platforms, including the Gartner IT Glossary, Dictionary.com, and IBM's corporate portal, demonstrating a nuanced understanding of the pace at which language and practice evolve in the digital context.

Importantly, the book does not focus exclusively on emerging technologies. Rather, it explores the intricate interplay between technology and the human element, advocating for work environments that prioritize individual well-being. Its stated objective is to provide a comprehensive overview of strategic management in the digital era, with particular emphasis on sustainability and innovation.

At the heart of the work is the premise that intelligent organizations must monitor both their internal and external environments, continuously enhancing their learning and adaptive capacities. In this context, the author presents a rich technical vocabulary that guides readers through the conceptual landscape of the digital age. The book offers precise definitions, contextual applications, and cross-disciplinary references, particularly across Strategic Management, Knowledge Management, Information Management, and Competitive Intelligence.

The writing is clear and accessible, even when addressing complex topics, and reflects the author's deep expertise. Tarapanoff navigates the multifaceted world of intelligent organizations and the digital transformations they face with authority, rendering the book a highly practical resource for managers, academics, and researchers alike.

The author cogently explains how globalization and digitalization have reshaped organizational practices, emphasizing the importance of understanding these shifts to maintain competitiveness. Particularly compelling is the discussion on how technological advances have transformed the value of industrial products into specialized services, underscoring the centrality of knowledge in contemporary economic dynamics.

The book presents an extensive overview of the technological revolutions that have shaped the 21st century, addressing topics such as artificial intelligence, virtual reality, nanotechnology, the Internet of Things, blockchain, and 5G. It links these innovations to broader issues such as globalization, competitive advantage, and the cultivation of skills essential for navigating rapidly changing markets.

Beyond its technological focus, the work places considerable emphasis on the human dimensions of organizational life. The discussions on corporate culture, social responsibility, and "corporate citizenship" are particularly timely, drawing attention to the importance of ethical values and cultural identity in shaping organizational behavior and resilience.

The treatment of big data is another of the book's strengths. The author emphasizes the importance of transforming raw and complex data into strategic assets through efficient and effective collection, analysis, and application—making clear the role of data as an organizational driver in the digital economy.

Perhaps the most commendable aspect of the book is its successful integration of diverse fields of knowledge, from Strategic Management to Information Science, highlighting their interdependence in the construction of intelligent, competitive organizations. It convincingly demonstrates that the strategic use of information and knowledge is central to success in the digital age.

Despite its conceptual breadth, the book remains highly accessible and well-organized. It features an alphabetical index and detailed explanatory notes to support both reading and consultation. Moreover, Portuguese technical terms are paired with their English equivalents, while English terms lacking standardized Portuguese translations are maintained in their original form, accompanied by clear explanations.

In sum, *Vocabulário Técnico da Organização Inteligente na Era Digital* is an exceptionally valuable and comprehensive reference work. It represents a landmark contribution to the literature on information management and competitive intelligence. With its expansive coverage, methodological rigor, and user-friendly structure, the book is poised to become a foundational resource for understanding and communicating complex concepts across disciplines in the digital era.