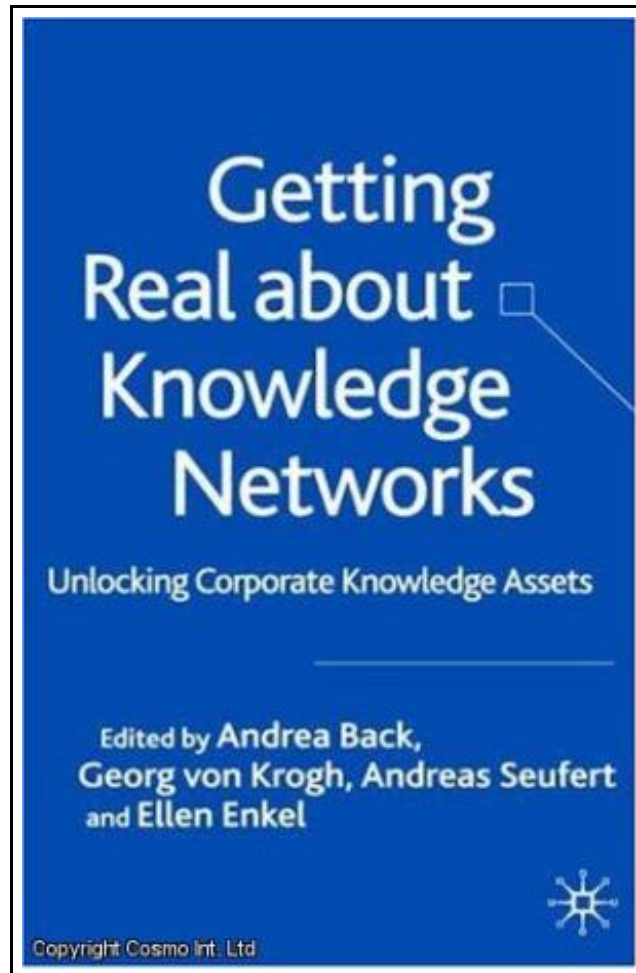


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GETTING REAL ABOUT KNOWLEDGE NETWORKS : UNLOCKING CORPORATE KNOWLEDGE ASSETS



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Palgrave Macmillan, UK, 2006. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. 368 Pages. NEW. Theoretical approaches to the management of organizational knowledge abound. Yet there are few, if any, guidelines as to how to implement a systematic approach to the management of organizational knowledge assets, especially regarding the role of Knowledge Networks in the management of organizational knowledge. We believe Knowledge Networks to be central to the development and sustenance of corporate success. Therefore, a practical manual for the systematic management and measurement of knowledge networks has been put together in close collaboration with our corporate partners. We define a Knowledge Network as a number of people, resources, and the relationship among them, which are assembled to accumulate and use knowledge, primarily through knowledge creation and transfer processes, for the ultimate purpose of creating value. This book contains the approach of knowledge networking illustrated in case studies with companies like Unilever, Hewlett Packard, DaimlerChrysler and Lotus. This book provides the essence of the work of the research centre KnowledgeSource, which specializes in research in the knowledge management field, at the University of St. Gallen, Switzerland. The KnowledgeSource builds on almost a decade of research on knowledge-based business, and constitutes a collaborative Centre of Excellence drawing on resources from Information Science and Strategic Management at the Institute of Information Management and the Institute of Management. Book Description: The creation and management of knowledge is a central concern to business and management, both as a source of value and as an opportunity to achieve and sustain competitive advantage. This new book brings together some leading management thinkers in the area of knowledge and innovation management in a state of the art collection of studies in this field. It brings theory and practice together through a number of case studies,...



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