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| Sommario/riassunto | <p>The definitive primer on knowledge management, this book will establish the enduring vocabulary and concepts and serve as the hands-on resource of choice for fast companies that recognize knowledge as the only sustainable source of competitive advantage. Drawing on their work with more than 30 knowledge-rich firms, the authors - experienced consultants with a track record of success-examine how all types of companies can effectively understand, analyze, measure, and manage their intellectual assets, turning corporate knowledge into market value. They consider such questions as: What key cultural and behavioral issues must managers address to use knowledge effectively? What are the best ways to incorporate technology into knowledge work? What does a successful knowledge project look like - and how do you know when it has succeeded? In the end, say the authors, the human qualities of knowledge - experience, intuition, and beliefs - are the most valuable and the most difficult to manage. Applying the insights of "Working Knowledge" is every manager's first step on that rewarding road to long-term success</p> |