

1. Record Nr.	UNICAMPANIAVAN0061211
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Titolo	Working knowledge : how organizations manage what they know / Thomas H. Davenport, Laurence Prusak
Pubbl/distr/stampa	Boston, : Harvard Business School press, c1998
ISBN	15-7851-301-4
Descrizione fisica	XV, 199 p. ; 24 cm
Altri autori (Persone)	Prusak, Laurence
Soggetti	Aziende - Gestione
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
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>