

1. Record Nr.	UNINA9910141043503321
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Titolo	The complete guide to knowledge management [[electronic resource] ] : a strategic plan to leverage your company's intellectual capital // Edna Pasher and Tuvya Ronen
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, 2011
ISBN	1-118-98378-5 1-283-02600-7 9786613026002 1-118-00140-0 1-118-00138-9
Edizione	[1st edition]
Descrizione fisica	1 online resource (226 p.)
Classificazione	BUS098000
Altri autori (Persone)	RonenTuvya
Disciplina	658.4/038
Soggetti	Knowledge management Intellectual capital - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Complete Guide to Knowledge Management: A Strategic Plan to Leverage Your Company's Intellectual Capital; Contents; Acknowledgments; Preface: Getting Started on Your Knowledge Management Journey; CHAPTER 1: The Motivation toward Knowledge Management: Combining the Tactical with the Strategic; CHAPTER 2: Making the Business Case for Managing Intellectual Capital; CHAPTER 3: The Importance of Strategy in Knowledge Management; CHAPTER 4: The Role of Culture in a Successful Knowledge-Creating and Knowledge-Sharing Organization CHAPTER 5: The Human Focus: Understanding and Managing Knowledge Workers CHAPTER 6: Managing Interactions for Knowledge Creation and Sharing; CHAPTER 7: Capturing and Reusing Existing Knowledge; CHAPTER 8: The Customer Focus: Harnessing Customer Knowledge through Meaningful Interactions; CHAPTER 9: Measuring and Managing the Performance of Proper Knowledge Work; CHAPTER 10: Innovating for a New Beginning; CONCLUSION: Implementing Knowledge Management A Step-by-Step Process; APPENDIX: Defining

Sommario/riassunto

A straightforward guide to leveraging your company's intellectual capital by creating a knowledge management culture The Complete Guide to Knowledge Management offers managers the tools they need to create an organizational culture that improves knowledge sharing, reuse, learning, collaboration, and innovation to ensure measurable growth. Written by internationally recognized knowledge management pioneers, it addresses all those topics in knowledge management that a manager needs to ensure organizational success. Provides plenty of real-life examples and case studies Includes

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