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Nota di contenuto	""Cover""; ""Contents""; ""Preface""; ""Chapter 1 - Introduction""; ""Chapter 2 - Stickiness, Best Practices and Knowledge Transfer""; ""Chapter 3 - Stickiness and Firm Performance""; ""Chapter 4 - Predictors of Stickiness""; ""Chapter 5 - Types of Stickiness""; ""Chapter 6 - Case Studies""; ""Chapter 7 - Statistical Findings""; ""Chapter 8 - Research and Practical Implications""; ""Chapter 9 - Summary and Conclusion""; ""Appendix 1: Research Design""; ""Appendix 2""; ""Appendix 3: Example of Cover Letter""; ""Appendix 4: Partial List of Practices Studied"" ""Appendix 5: Questionnaire Phase II""""References""; ""Index""
Sommario/riassunto	Why don't best practices spread within firms? This book explains that the transfer of practices is a complex phenomenon, and demonstrates the range of barriers to transferring best practices within a firm.