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Nota di contenuto	Cover; Knowledge Management for Sales and Marketing: A practitioner's guide; Copyright; Contents; List of figures and table; Foreword; Preface; Acknowledgements; About the authors; 1 Principles of knowledge management; Introduction; What is knowledge?; Tacit and explicit knowledge; What is knowledge management?; Knowledge management models; People, process, technology and governance; The 'learning before, during and after' model; The business need for knowledge management; The learning curve; Benchmarking; Which knowledge?; Approaches to knowledge management; Cultural issues; Notes 2 The sales and marketing contextThe sales force; The bid team; The marketing team; The interface between product development, manufacturing, marketing and sales; Summary; Note; 3 Knowledge management processes in sales, bidding and marketing; Peer assist; Knowledge exchange; Knowledge market; Retrospect; Mini-knowledge exchange and peer assist at team meetings; After action review (AAR); Training, coaching and mentoring; Interviews; Knowledge asset; Best practice; Storytelling and case histories; Notes; 4 Communities in sales and marketing; Communities of practice; Communities of purpose Communities of interestNotes; 5 Technology; The telephone; Community software; Collaboration software; Knowledge libraries;

Customer databases and product databases; Notes; 6 Knowledge management roles; Knowledge manager; Knowledge management champion; Knowledge librarian; Community facilitator or leader; Subject matter experts (SMEs) and knowledge owners; The central knowledge management team; Senior sponsor; 7 Culture and governance; Knowledge management, target-setting and incentives; The role of the manager in setting the culture; Dealing with inter-team competition

Dealing with 'not invented here'Knowledge management expectations; Reinforcement; Note; 8 Case study from British Telecom: supporting a distributed sales force; Introduction; Understanding the users' requirements; Web 2.0 for knowledge-sharing; Knowledge-sharing with the Semantic MediaWiki; Delivering information in context; Understanding and improving processes; The users' response; Next steps; Acknowledgement; Notes; References; 9 Case study from Mars, Inc.: knowledge management in sales and marketing; Introduction; Toolkit; Global Practice Groups; Communities of practice

Knowledge exchangeFormal knowledge-capture; Go with the flow; Technology - the great enabler; Summary; Notes; 10 Case study from Ordnance Survey: social networking and the transfer of knowledge within supply chain management; Introduction; What was the problem?; Silos; Assumptions; Methodology; Demand audit; Findings - 2004 audit; Findings - 2006 audit; Findings - 2007 audit; Was the problem due to ignoring social architecture?; Personal character traits; Knowledge transfer; Space; Reward systems; Power; Conclusion; Note; References

11 Setting up a knowledge management framework for sales, marketing and bidding

Sommario/riassunto	While this book is primarily aimed at those who are involved in Knowledge Management (KM) or have recently been appointed to deliver KM in sales and marketing environments, it is also highly relevant to those engaged in the management or delivery of sales and marketing activities. This book presents models to assist the reader to understand how knowledge can be applied and reused within the sales and marketing processes, leading to an enhanced win rate.Topics covered provide managers and practitioners with the necessary principles, approaches and tools to be able to design their approa