

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Record Nr.           | UNINA9910465743303321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Titolo                  | Creating value with knowledge [[electronic resource] ] : insights from the IBM institute for business value // edited by Eric Lesser, Laurence Prusak                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Pubbl/distr/stampa      | Oxford ; ; New York, : Oxford University Press, 2004                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| ISBN                    | 0-19-988311-4<br>0-19-803698-1<br>9786610533862<br>1-280-53386-2<br>1-60256-839-1<br>1-4237-8498-7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Descrizione fisica      | 1 online resource (239 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Altri autori (Persone)  | LesserEric L<br>PrusakLaurence                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Disciplina              | 658.4/038                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Soggetti                | Knowledge management<br>Electronic books.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Note generali           | Description based upon print version of record.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Nota di bibliografia    | Includes bibliographical references and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Nota di contenuto       | Contents; Foreword; Contributors; Introduction; PART I: SOCIAL CAPITAL; 1 How to Invest in Social Capital; 2 Fast Friends-Virtuality and Social Capital; 3 Trust and Knowledge Sharing: A Critical Combination; PART II: SOCIAL NETWORK ANALYSIS; 4 Six Myths about Informal Networks-and How to Overcome Them; 5 Knowing What We Know: Supporting Knowledge Creation and Sharing in Social Networks; 6 Making Invisible Work Visible: Using Social Network Analysis to Support Strategic Collaboration; PART III: COMMUNITIES OF PRACTICE; 7 Communities of Practice and Organizational Performance<br>8 Keeping Communities of Practice Afloat: Understanding and Fostering Roles in Communities<br>9 Learning from the Connected Customer: Enhancing Customer Web Sites with Community; PART IV: KNOWLEDGE AND STRATEGIC ALLIANCES; 10 Knowledge Resource Exchange in Strategic Alliances; 11 Leveraging Knowledge Management across Strategic Alliances; PART V: STORYTELLING; 12 Using Mentoring and |

Storytelling to Transfer Knowledge in the Workplace; 13 Narrative Patterns: The Perils and Possibilities of Using Story in Organizations; Index;

Sommario/riassunto

This text examines a variety of important knowledge-related topics, such as the use of informal networks, communities of practice, the impact of knowledge on successful alliances, and social capital and trust.