

1. Record Nr.	UNINA9910784661103321
Titolo	The strategic management of intellectual capital and organizational knowledge [[electronic resource] /] / edited by Chun Wei Choo, Nick Bontis
Pubbl/distr/stampa	New York, : Oxford University Press, 2002
ISBN	0-19-770368-2 1-280-48105-6 0-19-534391-3 1-4337-0063-8
Descrizione fisica	1 online resource (769 p.)
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Disciplina	658.4038
Soggetti	Intellectual capital Organizational learning Knowledge management
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.
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Sommario/riassunto

The challenge of management is to create and supply knowledge to sustain organizational performance. This volume adopts a knowledge-based approach that includes the experience of individuals, the routine and processes that define the way of doing things in the organization, as well as the knowledge of customer needs and supplier strengths.
