Record Nr. UNINA9910808325803321 Creating value with knowledge: insights from the IBM institute for **Titolo** business value / / edited by Eric Lesser, Laurence Prusak Oxford;; New York,: Oxford University Press. 2004 Pubbl/distr/stampa **ISBN** 0-19-988311-4 0-19-803698-1 9786610533862 1-280-53386-2 1-60256-839-1 1-4237-8498-7 Edizione [1st ed.] Descrizione fisica 1 online resource (239 p.) Altri autori (Persone) LesserEric L PrusakLaurence Disciplina 658.4/038 Soggetti Knowledge management Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali 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 8 Keeping Communities of Practice Afloat: Understanding and Fostering Roles in Communities 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;

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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.