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Nota di contenuto	Preface; About the Author; Acknowledgements; Contents; Introduction; Chapter 1: So Easy Even a Child Could Do It; Chapter 2: I'd Thought Things Were Going Rather Well; Chapter 3: Try to Get it Right this Time; Chapter 4: The Trivial Many Versus the Meaningful Few; Chapter 5: Teaching Old Dogs New Tricks; Chapter 6: Every Journey Begins with a Destination; Chapter 7: Friend or Foe?; Chapter 8: Hunters and Gatherers; Chapter 9: Whispers in the Halls; Chapter 10: What's the Use?; Chapter 11: Bringing in the Data; Chapter 12: The Signal Amongst the Noise; Chapter 13: Knowledge wants to be Free Chapter 14: Long GoodbyesITG Resources; Other Websites; Toolkits; Training Services; Professional Services and Consultancy; Publishing Services; Newsletter
Sommario/riassunto	Designed to explain, at an operational level, how to implement new processes within an organisation, and how to facilitate the necessary changes to people's behaviour, in order to make that implementation a success.