The Complete Guide to Knowledge Management. A Strategic Plan to Leverage Your Company's Intellectual Capital

Description: A straightforward guide to leveraging your company's intellectual capital by creating a knowledge management culture

The Complete Guide to Knowledge Management offers managers the tools they need to create an organizational culture that improves knowledge sharing, reuse, learning, collaboration, and innovation to ensure measurable growth. Written by internationally recognized knowledge management pioneers, it addresses all those topics in knowledge management that a manager needs to ensure organizational success.
- Provides plenty of real-life examples and case studies
- Includes interviews with prominent managers who have successfully implemented knowledge management structures within their organizations
- Offers chapters composed of short theoretical explanations and practical methods that you can utilize, based primarily on hands-on author experience

Taking an intellectual journey into knowledge management, beginning with an understanding of the concept of intellectual capital and how to establish an appropriate culture, this book looks at the human aspects of managing knowledge workers, promoting interactions for knowledge creation and sharing.

Contents:

Acknowledgements.

Preface: Getting Started on Your Knowledge Management Journey.

Chapter 1: The Motivation toward Knowledge Management: Combining the Tactical with the Strategic.

Chapter 2: Making the Business Case for Managing Intellectual Capital.

Chapter 3: The Importance of Strategy in Knowledge Management.

Chapter 4: The Role of Culture in a Successful Knowledge-Creating and Knowledge-Sharing Organization.

Chapter 5: The Human Focus: Understanding and Managing Knowledge Workers.

Chapter 6: Managing Interactions for Knowledge Creation and Sharing.

Chapter 7: Capturing and Reusing Knowledge.

Chapter 8: The Customer Focus: Harnessing Customer Knowledge through Meaningful Interactions.

Chapter 9: Measuring and Managing the Performance of Proper Knowledge Work.

Chapter 10: Innovating for a New Beginning.

Conclusion: Implementing Knowledge Management: A Step-by-Step Process.

Appendix: Defining Key Terms.

Notes.

Index.

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: The Complete Guide to Knowledge Management. A Strategic Plan to Leverage Your Company's Intellectual Capital
Web Address: http://www.researchandmarkets.com/reports/1924275/
Office Code: SCAYPEBU

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy (Hard</td>
<td>USD 108 +</td>
</tr>
<tr>
<td>Back)</td>
<td>USD 28</td>
</tr>
<tr>
<td></td>
<td>Shipping/</td>
</tr>
<tr>
<td></td>
<td>Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World