



Getting Real about Knowledge Networks : Unlocking Corporate Knowledge Assets

By Enkel, Ellen (Editor)

Palgrave Macmillan, UK, 2006. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. 368 Pages. NEW. Theoretical approaches to the management of organizational knowledge abound. Yet there are few, if any, guidelines as to how to implement a systematic approach to the management of organizational knowledge assets, especially regarding the role of Knowledge Networks in the management of organizational knowledge. We believe Knowledge Networks to be central to the development and sustenance of corporate success. Therefore, a practical manual for the systematic management and measurement of knowledge networks has been put together in close collaboration with our corporate partners. We define a Knowledge Network as a number of people, resources, and the relationship among them, which are assembled to accumulate and use knowledge, primarily through knowledge creation and transfer processes, for the ultimate purpose of creating value. This book contains the approach of knowledge networking illustrated in case studies with companies like Unilever, Hewlett Packard, DaimlerChrysler and Lotus. This book provides the essence of the work of the research centre KnowledgeSource, which specializes in research in the knowledge management field, at the University of St. Gallen, Switzerland. The KnowledgeSource builds on almost a decade of research on knowledge-based business,...



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