

《有效知识管理》

图书基本信息

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内容概要

Knowledge Management (KM) remains high on the critical business agenda. Using the proven CBI Fast Track blueprint format, this book explains in simple and concise terms how you and your company can understand the critical issues of KM, create the right culture and conditions for effective knowledge transfer, incorporate technologies into your long-term KM strategy and accurately measure the benefits KM brings. Sultan Kermally is a highly-experienced practitioner who offers a clear, hands-on approach to a difficult-to-master topic.

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书籍目录

Series Foreword (Digby Jones) About the Author Acknowledgements Introduction: Managing Knowledge without Tears Best Practice Transfer: A Business Imperative Creating Organisational Knowledge of External Changes The Importance of Managing Knowledge Creating and Transferring Knowledge in Your Organisation: Focusing on Employees and Customers Technology and Knowledge Management The Leadership Factor and Knowledge Management Knowledge, Intangible Assets and Superior Performance Measuring Intangible Assets Knowledge Management in Practice: Making a Start A to Z of Managing Knowledge Further Reading 10 Useful Web Sites References Index

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