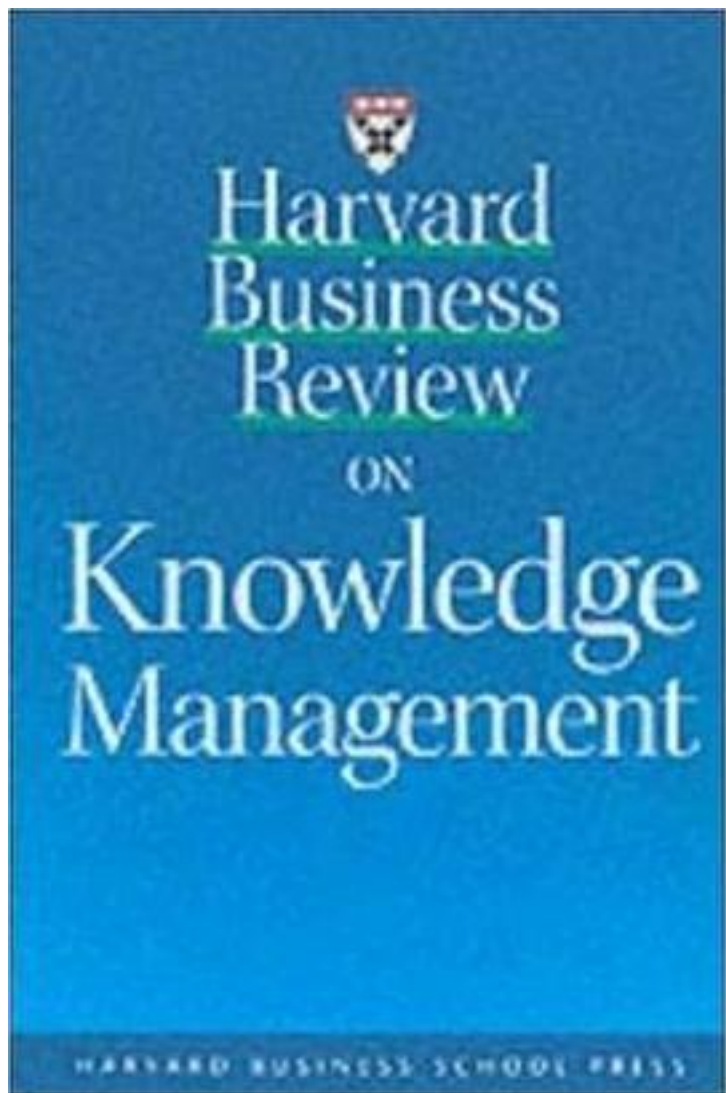


Harvard Business Review on Knowledge Management



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著者:Peter Ferdinand Drucker

出版者:Harvard Business School Press

出版时间:1998-09

装帧:Paperback

isbn:9780875848815

Book Description

Leading Minds and Landmark Ideas In An Easily Accessible Format

From the preeminent thinkers whose work has defined an entire field to the rising stars who will redefine the way we think about business, The Harvard Business Review Paperback Series delivers the fundamental information today's professionals need to stay competitive in a fast-moving world.

The eight articles in Harvard Business Review on Knowledge Management highlight the leading-edge thinking and practical applications that are defining the field of knowledge management. Includes Peter Drucker's prophetic The Coming of the New Organization and Ikujiro Nonaka's Knowledge-Creating Company. A Harvard Business Review Paperback.

From the Back Cover

Knowledge management-the way companies generate, communicate, and leverage their intellectual assets-has only recently emerged as the information economy's essential source of competitive advantage. The Harvard Business Review was among the first to identify the importance of knowledge management, and now the cutting-edge thinking and practical applications that are defining the field are conveniently close at hand in this timely and authoritative collection.

Includes Articles:

- * The Coming of the New Organization (Peter F. Drucker)
- * The Knowledge-Creating Company (Ikujiro Nonaka)
- * Building a Learning Organization (David A. Garvin)
- * Teaching Smart People How to Learn (Chris Argyris)
- * Putting Your Company's Whole Brain to Work (Dorothy Leonard and Susaan Straus)
- * How to Make Experience Your Company's Best Teacher (Art Kleiner and George Roth)
- * Research that Reinvents the Corporation (John Seely Brown)
- * Managing Professional Intellect: Making the Most of the Best (James Brian Quinn, Philip Anderson, and Sydney Finkelstein)

About HBR

Harvard Business Review is a general management magazine published since 1922 by Harvard Business School Publishing, owned by the Harvard Business School. A monthly research-based magazine written for business practitioners, it claims a high ranking business readership and enjoys the reverence of academics, executives, and management consultants. It has been the frequent publishing home for well known scholars and management thinkers, among them Clayton M. Christensen, Peter F.

Drucker, Michael E. Porter, Rosabeth Moss Kanter, Gary Hamel, C.K. Prahalad, Robert S. Kaplan, and others. Management and business concepts and terms such as "Balanced scorecard," "Core competence," "Strategic intent," "Reengineering," "Globalization," "Marketing myopia," and "Glass ceiling" were first given prominence in HBR's pages. Its worldwide English-language circulation is 240,000, and there are 11 licensed editions of the magazine, including two Chinese-language editions, a German edition, and an English-language South Asia edition. The magazine is editorially independent of Harvard Business School. It is not peer reviewed.

Book Dimension

length:(cm)20.9 width:(cm)13.9

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