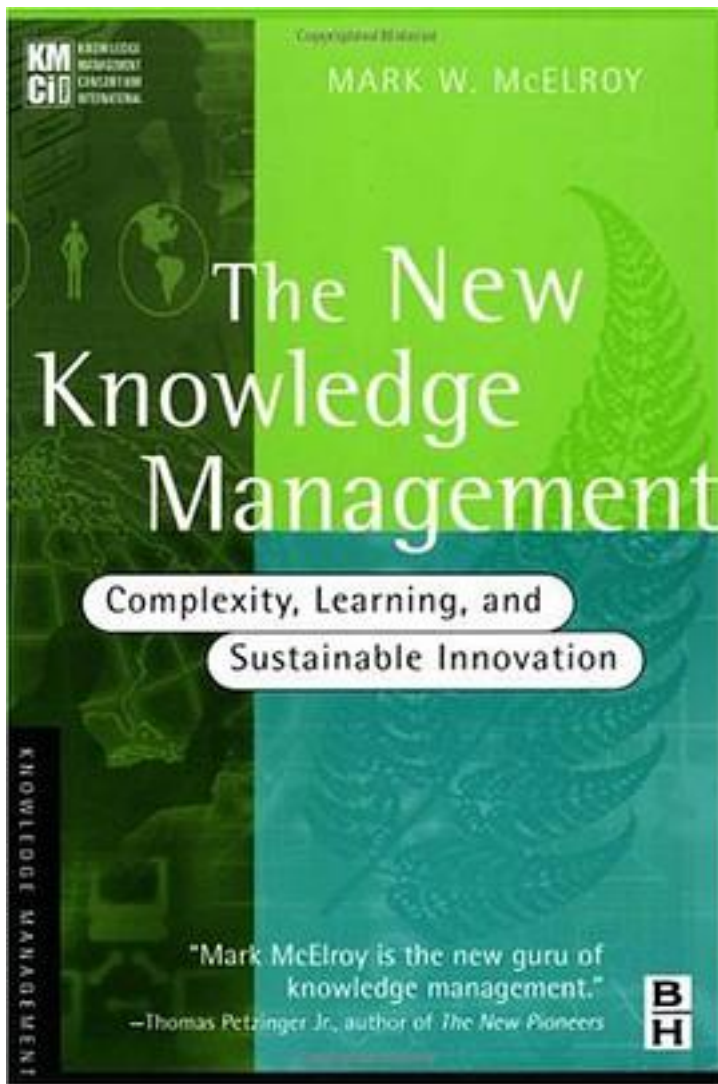


The New Knowledge Management



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"The New Knowledge Management" is the story of the birth of 'second-generation knowledge management', told from the perspective of one its chief architects, Mark W. McElroy. Unlike its first-generation cousin, second-generation Knowledge Management seeks to enhance knowledge production, not just knowledge sharing. As a result, "The New Knowledge Management" expands the overall reach of knowledge management to include 'innovation management' for the very first time. "The New Knowledge Management" introduces the concept of 'second-generation knowledge management' to the business community. Mark W. McElroy has assembled a collection of his own essays, written over the past four years, chronicling the development of related thinking in the field. Unlike first-generation KM, mainly focusing on value derived from knowledge sharing, second-generation thinking formally adds knowledge making to the scope of KM. In this way second-generation KM expands the overall reach of KM to include 'innovation management' for the very first time. "The New Knowledge Management" finally begins to bridge the gap between KM and the field of organizational learning, which up until now have been viewed as miles apart. This book charts the next generation of knowledge management thinking by the President of KMCI: the leading KM organization. It expands the overall reach of knowledge management to include 'innovation management' for the very first time. Mark W. McElroy, chief architect of second-generation Knowledge Management, shares his vast experience in a collection of his own essays.

作者介绍:

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