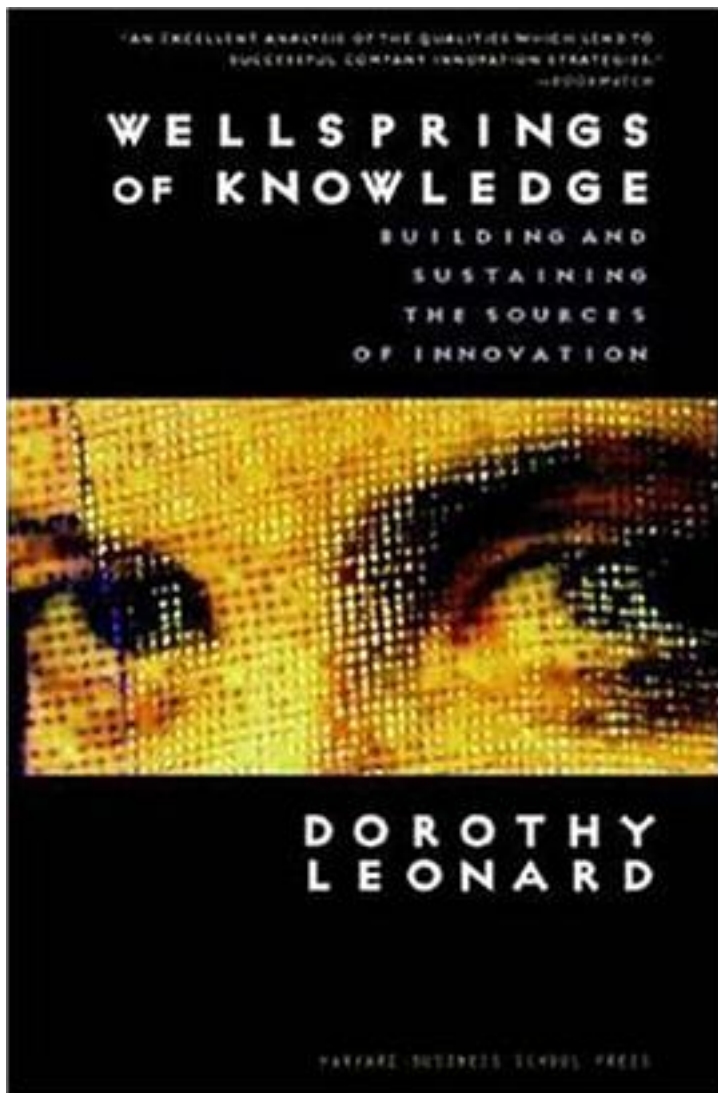


Wellsprings of Knowledge



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著者:Leonard-Barton, Dorothy

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"Wellsprings of Knowledge" focuses on the knowledge-creating activities and behaviors that managers guide, control, and inspire: developing problem-solving skills; experimenting to build for the future; integrating information across internal project and functional boundaries; and importing expertise from outside the firm. Since not all knowledge creates competitive advantage, the author helps managers understand what constitutes a core capability for their firm, and which non-strategic capabilities can be jettisoned or outsourced.

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