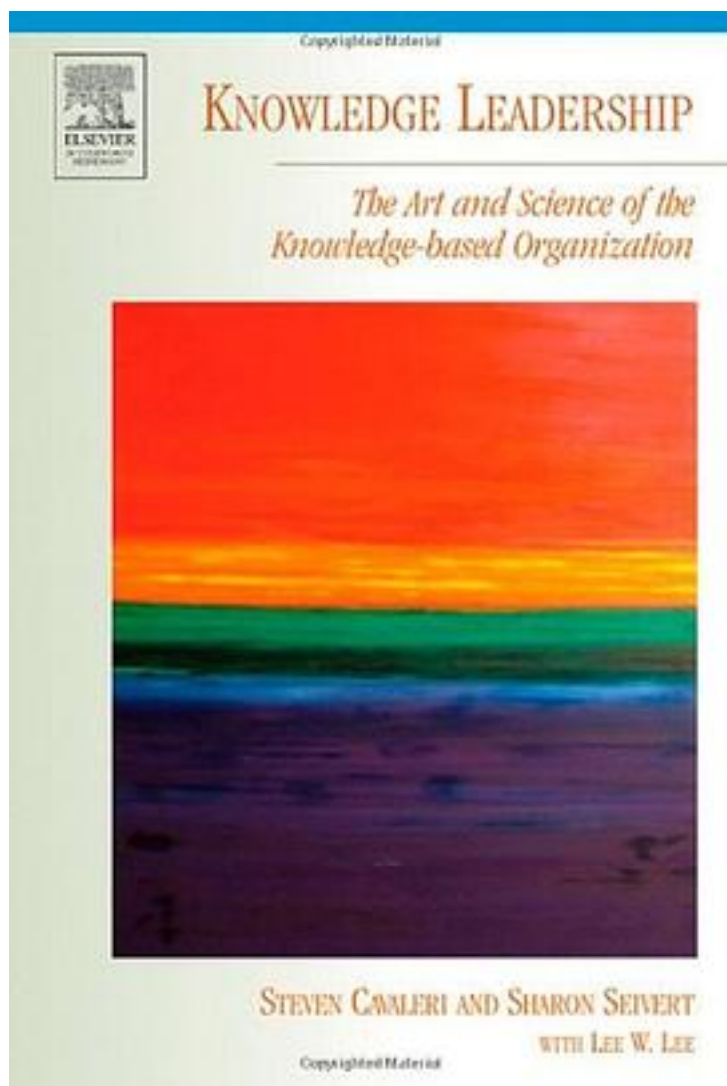


Knowledge Leadership



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In "Knowledge Leadership", Cavaleri and Seivert describe the dawning of a new era in which individuals are 'leading' rather than 'managing' knowledge. In the past, many knowledge-based initiatives have failed because leaders underestimated the powerful link between knowledge and performance improvement - and also because they mistakenly thought that 'information' was the same as knowledge. Cavaleri and Seivert claim that, while information is a necessary precursor to knowledge, it is not sufficient in itself for improving business performance. The authors describe notable organizations that use the pragmatic knowledge strategies they describe to gain competitive advantage. Pragmatic knowledge is the result of individuals' developing a deeper understanding of how (and why) things work best in practice. The process of creating pragmatic knowledge transforms key lessons from systems thinking, total quality management, and organization learning into a powerful new business strategy. To help readers apply the concepts and tools in this book, Cavaleri and Seivert draw on case examples and a decade of original cross-cultural research about knowledge leadership. They also invite readers to use The Knowledge Bias Profile to discover their knowledge leadership style. The book systematically outlines a user-friendly strategy for becoming a knowledge leader and for building high-performing, knowledge-based organizations. It applies well-respected theories of the learning organization and the knowledge-creating company to improving corporate leadership in the knowledge economy. It is based on research with hundreds of managers in the US and Asia, and provides a simple framework for improving leader's knowledge gained from experience.

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