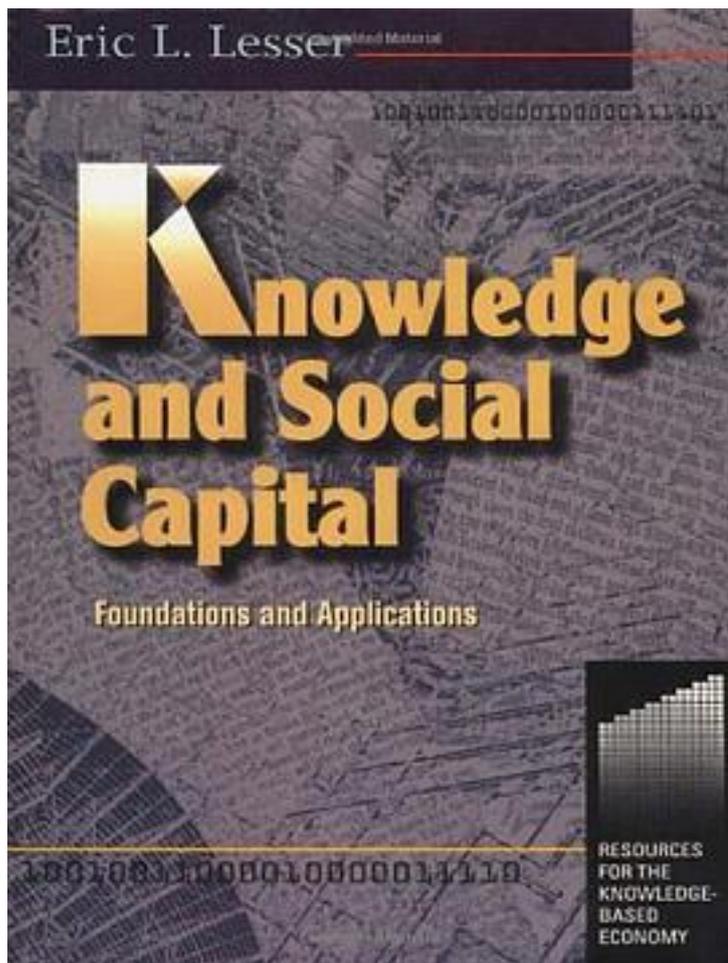


# Knowledge and Social Capital



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Social capital - the informal networks, trust and common understanding among individuals in an organization - determines major competitive advantages in today's

networked economy. "Knowledge and Social Capital" explains how social capital can drive collaboration, reconcile an organization's internal and external labor markets, and improve organizational effectiveness. This edited compilation of authoritative articles helps readers understand how they can build and capitalize on their own organizations' social capital. "Knowledge and Social Capital" teaches core principles and important strategies to a range of executives, including organizational development specialists, corporate strategists, and knowledge management professionals. Readers will learn how an organization can: leverage its social capital to effectively develop and manage knowledge; foster concrete, trusting and productive personal relationships among its members; and use social capital to improve the effectiveness of joint ventures and alliances.

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