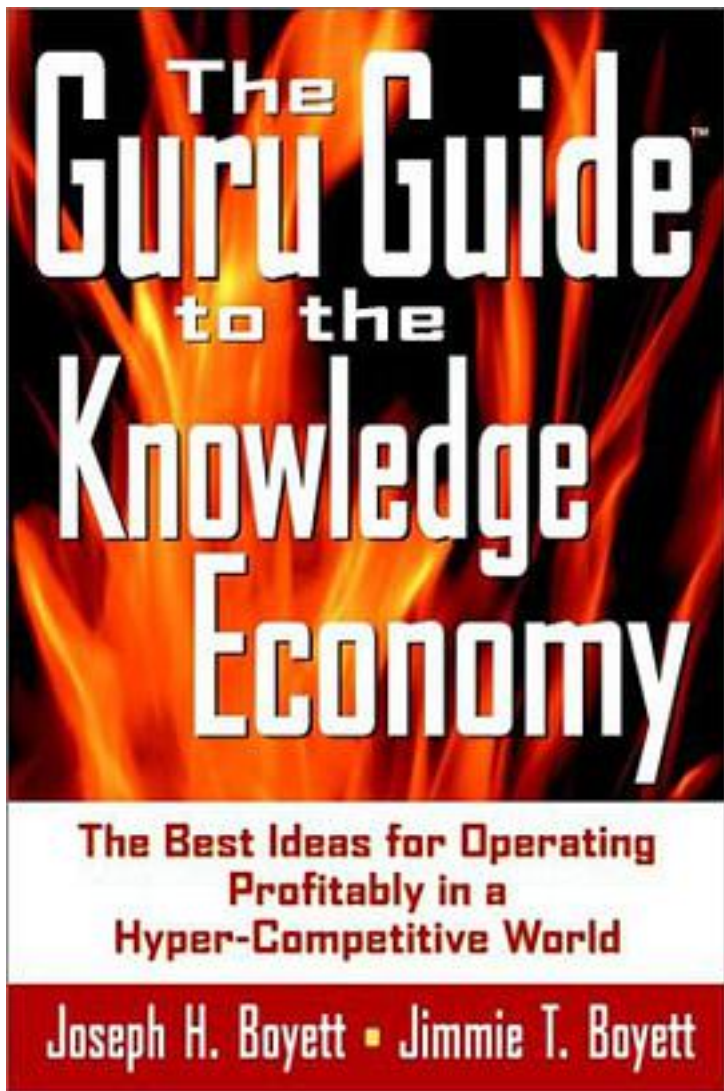


The Guru Guide to the Knowledge Economy



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An easy-to-follow guide to understanding some of business's most important ideas and best practices

Most business readers don't have time to read every book they'd like for inspiration and guidance. This follow-up to the sleeper success, The Guru Guide(TM), makes it possible to sample the best ideas of leading business thinkers. The Guru Guide(TM) to the New Economy is a clear, concise, and informative guide to the business topics that relate to the new business environment, including electronic commerce, customer relationship management, knowledge management, globalization, and business ethics. Gurus to be profiled include Stan Davis and Chris Meyer, authors of Blur: The Speed of Change in the Connected Economy; Rosabeth Moss Kanter, author of World Class: Thriving Locally in the Global Economy; and Don Pepper, coauthor of The One-to-One Future and Enterprise One-to-One.

Joseph H. Boyett and Jimmie T. Boyett (Alpharetta, GA) are cofounders of Boyett & Associates, a consulting and research firm that specializes in helping companies implement state-of-the-art management and organizational practices. Joseph and Jimmie Boyett are the coauthors of Beyond Workplace 2000 and The Guru Guide(TM) (0-471-38054-7) (Wiley).

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