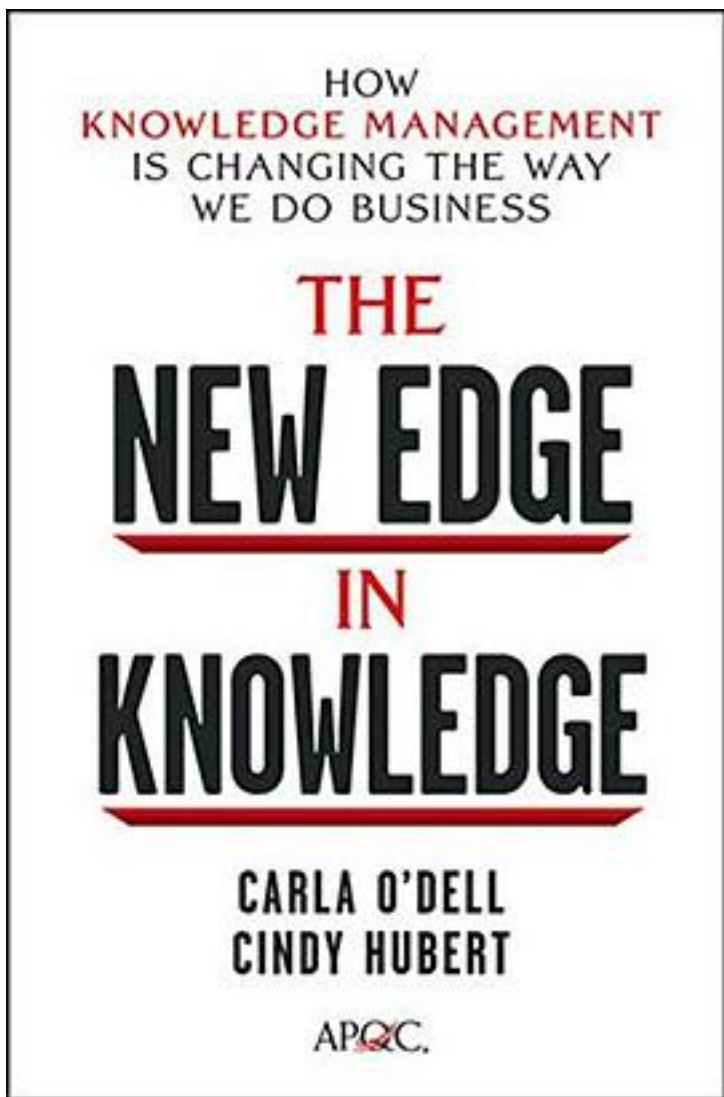


The New Edge in Knowledge



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出版者:John Wiley & Sons

出版时间:2011-3-18

装帧:Hardcover

isbn:9780470917398

The best thinking and actions in the fast-moving arena of collaboration and knowledge management. The New Edge in Knowledge captures the most practical and innovative practices to ensure organizations have the knowledge they need in the future and, more importantly, the ability to connect the dots and use knowledge to succeed today. Build or retrofit your organization for new ways of working and collaboration by using knowledge management. Adapt to today's most popular ways to collaborate such as social networking. Overcome organization silos, knowledge hoarding and "not invented here" resistance. Take advantage of emerging technologies and mobile devices to build networks and share knowledge. Identify what can be learned from Facebook, Twitter, Google and Amazon to make firms and people smarter, stronger and faster. Straightforward and easy-to-follow, this is the resource you'll turn to again and again to get-and stay-in the know. Plus, the book is filled with real-world examples – the case studies and snapshots of how best practice companies are achieving success with knowledge management. Praise for *The New Edge in Knowledge: How Knowledge Management is Changing the Way We Do Business* "You may think you know knowledge management, but this is new—how knowledge initiatives can incorporate social media, mobile technologies, and learning, for example. This book integrates the new knowledge management with the best of the old, such as communities of practice and measurement. KM still matters, and this book tells you why."

— Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College "Over the last decade, knowledge management has emerged as a key success factor for the modern corporation, driven by tremendous advances in business analytics. This book studies the best practices in knowledge management and how leadership companies are applying them today."

— Virginia M. Rometty, Senior Vice President and Group Executive Sales, Marketing and Strategy, IBM "APQC has been on the leading edge of knowledge management for almost two decades. O'Dell and Hubert have captured those best practices and created a road map to transform the way people work. Reap the benefits of their experience."

— C. Jackson Grayson, Chairman and Founder, APQC and co-author of *If Only We Knew What We Know* "The New Edge in Knowledge is a useful how-to manual that takes best practice sharing and organizational capability building to the next level: Web 2.0, social networking, mobility, and communities of practice. National and international examples show how companies can create strategic alignment and systematic management to transfer knowledge rapidly and effectively."

— Rosabeth Moss Kanter, Harvard Business School professor and author of *SuperCorp: How Vanguard Companies Create Innovation, Profits, Growth, and Social Good* "What has made our KM program strong is sticking to the fundamentals-- that's exactly what this book outlines. It provides trusted advisor guidance on how any company or organization can take the concrete steps to create and implement a world class KM strategy."

— Dan Ranta, Director of Knowledge Sharing, ConocoPhillips "Carla O'Dell and Cindy Hubert have written an amazingly down to earth, useful and practical book on knowledge management and its importance to modern business. Starting with the distinction between information and knowledge, they provide a viewpoint that leaves IT in the dust. Read it to prepare for tomorrow's world!"

— A. Gary Shilling, President, A. Gary Shilling & Co., Inc. "A practical business approach to knowledge management, this book covers KM's value proposition for any

organization, provides proven strategies and approaches to make it work, shares how to measure KM's impact, and illustrates high level knowledge sharing with wonderful case studies. Well done!”

— Jane Dysart, Conference Chair, KMWorld & Partner, Dysart & Jones Associates “This book is a tour de force in the field of knowledge management. Read every single page and learn about best practices from the leading firms around the world. All of this and more from the company that leads the way in the field: APQC. I highly recommend it for your bookshelf.”

— Dr. Nick Bontis, Director, Institute for Intellectual Capital Research “Food for thought from two of the pioneers. Carla O’ Dell and Cindy Hubert have been in the trenches with many of the organizations that have succeeded in leveraging KM for business benefit. They recognized early the symbiotic relationship between knowledge flow and work flow and have guided practitioners in the quest to optimize and streamline both.”

— Reid Smith, Enterprise Content Management Director, Marathon Oil Company “Carla O’ Dell and Cindy Hubert take knowledge management from vague idea to strategic enabler. In so doing, they clear up the not only the whats, but the whys and the hows. This book establishes knowledge management as an organizational discipline. The authors offer a straightforward set of execution steps, coaching readers on how to launch their own knowledge management programs in a deliberate and rigorous way.”

— Jill Dyché, Partner and Co-Founder, Baseline Consulting; Author of Customer Data Integration: Reaching a Single Version of the Truth “The authors and APQC have put together an excellent ‘how to’ manual for Knowledge Management (KM) that can benefit any organization, from those experienced in KM to those just starting. The authors have taken their years of experience and excellence in this field and written a masterful introduction and design manual that incorporates industry best-practices and alerts readers to the pitfalls they are likely to encounter. This book needs to be in the hands of every KM professional and corporate senior leader.”

— Ralph Soule, a member of the US Navy

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