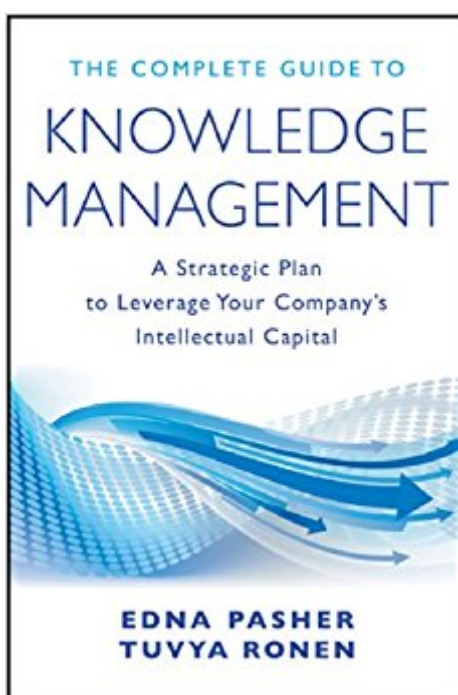


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# The Complete Guide To Knowledge Management: A Strategic Plan To Leverage Your Company's Intellectual Capital



## Synopsis

A straightforward guide to leveraging your company's intellectual capital by creating a knowledge management culture. The Complete Guide to Knowledge Management offers managers the tools they need to create an organizational culture that improves knowledge sharing, reuse, learning, collaboration, and innovation to ensure measurable growth. Written by internationally recognized knowledge management pioneers, it addresses all those topics in knowledge management that a manager needs to ensure organizational success. Provides plenty of real-life examples and case studies. Includes interviews with prominent managers who have successfully implemented knowledge management structures within their organizations. Offers chapters composed of short theoretical explanations and practical methods that you can utilize, based primarily on hands-on author experience. Taking an intellectual journey into knowledge management, beginning with an understanding of the concept of intellectual capital and how to establish an appropriate culture, this book looks at the human aspects of managing knowledge workers, promoting interactions for knowledge creation and sharing.

## Book Information

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## Customer Reviews

This is a well written, but basic KM book. I found the title "Complete Guide..." misleading. PROS -Looks at KM from many practical and often forgotten critical perspectives, like corporate culture, payback, intellectual capital, strategic, etc. Involves thoughts of Intellectual Capital experts on how to measure the ROI. However, this is a very debated matter and some alternative practical perspectives may be missing (e.g. Kaplan & Norton Strategic maps widely used in the US). Good book for practitioners trying to make sense of knowledge management. CONS -Basic stuff. Very little behavioral background (e.g. manage Tacit to Explicit transformation and vice versa) or points of view of knowledge either as an organization process or as an 'asset' or models on how knowledge becomes commodity when it evolves into generally known matter.

I like the writing style for the most part, but a little too centered on the lives of the two authors and their experience in Israeli companies. I have also found the Intellectual Capital (IC) is the most important possession of a company and the most significant determinants of future success. I also agree with the authors explanation of the challenges in getting senior management to comprehend the value of these non-tangible assets - ones that require a dose of both imagination and faith in order to see their true valuation, and of course, many companies do not have people in charge, the ones that control the purse strings, who possess these traits. As the world get faster and faster, with Marketing and New Product Development cycles becoming more and more immediate, IC, supported by a strong Knowledge Management strategy and foundational IT system, will become more and more critical to success, whether you make the newest high-tech device, consumer goods, or snow shovels. This book is a good starting point in this understanding.

The authors are experts in the field of Knowledge Management and share their lifetime experience in the field. The text is supported by numerous real world examples of the concepts developed. Intellectual capital is broken down into its elementary components of which knowledge management is expanded upon via intuitive examples and recommendations. A chapter on organizational culture is included as the social aspects of knowledge management are clearly discerned. A must read for today's knowledge based economy.

I expected more depth in the exposed material. I share many of their reflections, but I felt they need more depth.

The book is OK. Covers some basic KM information, but I wasn't impressed with how the information was compiled and presented.

A well-balanced knowledge management book encompassing lots of case studies.

I like the examples listed in the book.

This book was very accurate as far as hitting the key principles of this relatively new strategy in corporations today.

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