

The Complete Guide to Knowledge Management

*A Strategic Plan to Leverage Your
Company's Intellectual Capital*

EDNA PASHER AND TUVYA RONEN



WILEY

John Wiley & Sons, Inc.

Contents

<i>Acknowledgments</i>	ix
<i>Preface: Getting Started on Your Knowledge Management Journey</i>	xi
CHAPTER 1 The Motivation toward Knowledge Management: Combining the Tactical with the Strategic	1
CHAPTER 2 Making the Business Case for Managing Intellectual Capital	15
CHAPTER 3 The Importance of Strategy in Knowledge Management	35
CHAPTER 4 The Role of Culture in a Successful Knowledge-Creating and Knowledge-Sharing Organization	47
CHAPTER 5 The Human Focus: Understanding and Managing Knowledge Workers	65
CHAPTER 6 Managing Interactions for Knowledge Creation and Sharing	89
CHAPTER 7 Capturing and Reusing Existing Knowledge	115
CHAPTER 8 The Customer Focus: Harnessing Customer Knowledge through Meaningful Interactions	135
CHAPTER 9 Measuring and Managing the Performance of Proper Knowledge Work	143

CHAPTER 10	Innovating for a New Beginning	163
CONCLUSION	Implementing Knowledge Management— A Step-by-Step Process	179
<i>Appendix</i>	<i>Defining Key Terms</i>	187
<i>Notes</i>		191
<i>Index</i>		197