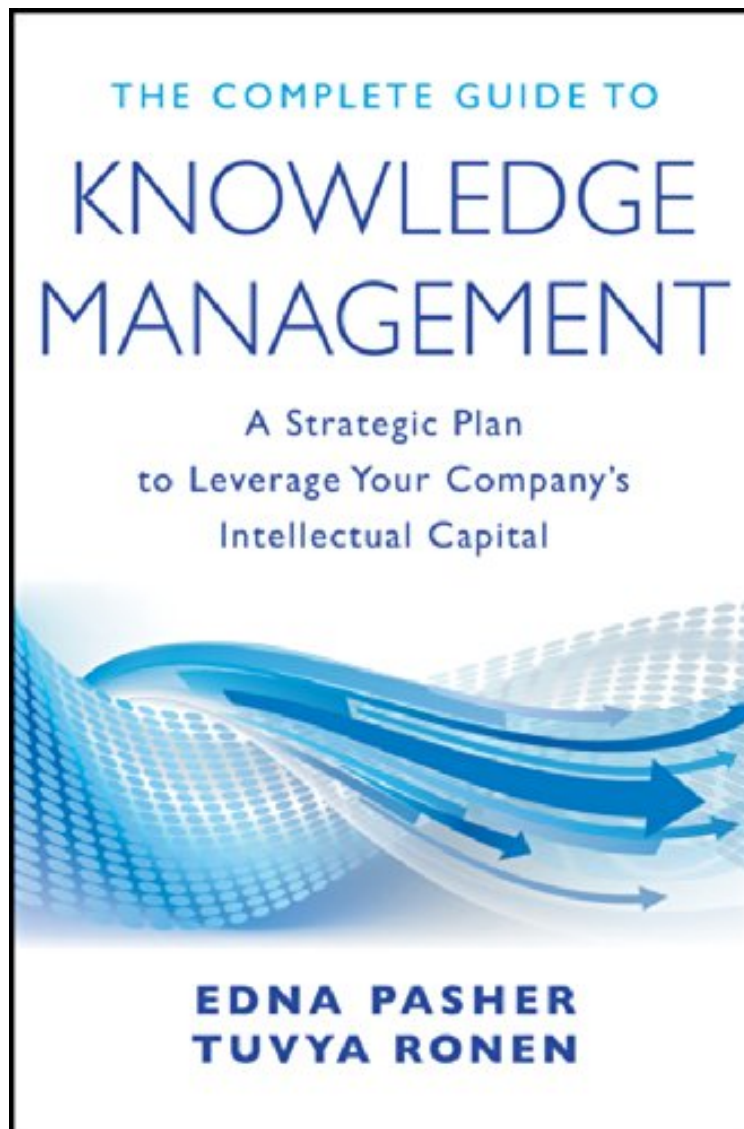


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The Complete Guide to Knowledge Management: A Strategic Plan to Leverage Your Company's Intellectual Capital

Edna Pasher, Tuvya Ronen

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Edna Pasher, Tuvya Ronen : The Complete Guide to Knowledge Management: A Strategic Plan to Leverage Your Company's Intellectual Capital before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Complete Guide to Knowledge Management: A Strategic Plan to Leverage Your Company's Intellectual Capital:

14 of 14 people found the following review helpful. Enrique - KM lead of a large consulting firm By E. A. Moreno 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. 0 of 0 people found the following review helpful. Good review of Knowledge Management and its importance within companies By Daniel Flanagan 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. 0 of 0 people found the following review helpful. Intuitive and Balanced By Robert W Fonseca II 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.

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.

From the Inside Flap Large and small corporations, both in high-tech and traditional industries, now owe most of their value to investments in knowledge. These investments, creating value from the intangible assets of intellectual capital, have a better return on investment (ROI) than physical assets. The Complete Guide to Knowledge Management reveals how your company can achieve a measurable growth in its value by using knowledge management (KM) to create an organizational culture that cultivates knowledge sharing, reuse, learning, collaboration, and innovation. Written in a unique style created from combining the experiences of a manager (a corporate VP with extensive hands-on experience) and a consultant (a widely regarded thought leader in KM), The Complete Guide to Knowledge Management prepares managers to be the KM leaders in their organizations. The book links strategy and knowledge management and demonstrates how to establish a KM culture that is constantly creating new knowledge. It transforms the intangible and abstract topic of KM into concrete and applicable ideas you can put to immediate use. Complemented by elucidating examples from the authors' personal experiences, mixing extensive global case studies with new surprising successes in Israel, and interviews with prominent managers who implemented KM structures within their own organizations, The Complete Guide to Knowledge Management shows you how to: Solidify the business rationale for investing time and money in knowledge management Develop a management style based on a culture of trust, innovation, and respect for the knowledge of workers Make your organization attractive to knowledge workers so that they will be motivated to join and stay Encourage your workers to contribute their knowledge to the management process Foster knowledge-creating and knowledge-sharing communities in your organization Capture and codify existing knowledge in your organization Encourage continuous innovation as a must for an organization's continuous success Make your customers partners in creating knowledge and in shaping your organization's future Implement practical steps for proper knowledge management and measure its performance in achieving the ultimate goal of increasing a company's value Developed for managers, CEOs, CFOs, CIOs, and controllers searching for

successful solutions to various KM issues in all types of markets and situations, *The Complete Guide to Knowledge Management* helps you fully understand KM, your role in implementing it, and the necessary skills and tools for doing it successfully.

From the Back Cover Praise for *THE COMPLETE GUIDE TO KNOWLEDGE MANAGEMENT*

"Managers, in all hierarchical levels, will find this book a very practical guide of knowledge management (KM). It is based on lessons learned from many organizations worldwide, including the unique experience of our knowledge culture in Rafael. This culture, which had been developing over decades (even when the term had not yet been invented), is a major part of the hidden secrets behind the success of our business." — Vice Admiral (Ret.) Yedidia Yaari, CEO and President, Rafael (formerly CIC of Navy, IDF)

"Finally, a comprehensive, innovative, and very practical knowledge management book. It is the first to integrate knowledge management with culture and human relations." — Baruch Lev, Director, Vincent C. Ross Institute of Accounting Research; Philip Bardes Professor of Accounting and Finance at New York University Stern School of Business

"This book is a must-read for all who manage in today's competitive global environment. The book is written by a manager and management consultant who are able to present the topic from two different points of view. The authors have done a great job in combining theory and reality and offer a large number of examples." — Prof. Israel (Izzy) Borovich, former Chairman of the Board, El Al Israel Airlines Ltd; Professor Emeritus of Computers and Information Systems, Faculty of Management, Tel Aviv University

"Pasher and Ronen are true pioneers in knowledge management and intellectual capital. They share their wealth of experience with a rich array of examples and conversations with people who have lived the challenges. What sets their work apart is their deep grounding in the true sources of wealth creation—the people, relationships, and ways of working that achieve success." — Verna Allee, CEO, ValueNetworks.com; author, *The Knowledge Evolution and The Future of Knowledge*

"The authors manage to offer a highly practical guide with plenty of wisdom embedded in the down-to-earth processes, methods, examples and tools included in each chapter. Distilling the expertise they have acquired as pioneers in the field, they help managers design and implement a thorough knowledge management and intellectual capital strategy while comprehending the value of what they are doing. This makes this book a unique achievement and a most appealing bargain." — Francisco Javier Carrillo, President of The World Capital Institute

About the Author EDNA PASHER is the founder and President of Edna Pasher PhD Associates, a management consulting firm specializing in knowledge management. She is a member of the IC Pioneers community and is active in the international network on knowledge management and intellectual capital. TUVYA RONEN is a Vice President in Rafael, one of Israel's leading aerospace companies, where he is now the head of an RD center of 1,500 engineers and scientists. Dr. Ronen has more than thirty years of experience as a project manager of multi-million dollar projects and as a line manager of large multidisciplinary RD departments.