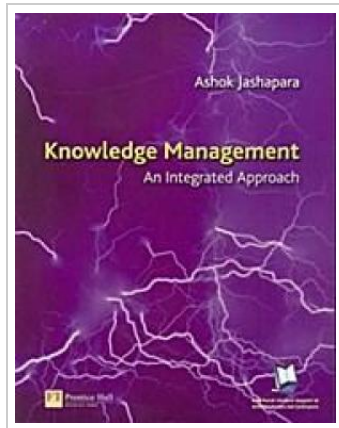




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Knowledge Management: An Integral Approach

By Ashok Jashapara

Prentice Hall, 2004. Softcover. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - As the economy increasingly moves towards a knowledge based economy, the ability to manage knowledge becomes a matter of competitive survival. Whilst current literature addresses the subject only partially, from a human resource, information systems or practitioner perspective, this is the first textbook to bring together and integrate all these dimensions. "Knowledge Management: an Integrated Approach" is centred around five parts of the knowledge cycle namely discovering knowledge, generating knowledge, evaluating knowledge, sharing knowledge and leveraging knowledge. The blend of theory and practice makes this the ideal resource for students studying knowledge management courses within business, management, information science and computer science degrees at both undergraduate and postgraduate levels. 324 pp. Englisch.



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