

Making The Business Case for Knowledge Management

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Despite knowledge management as we know it today entering its second decade, there are still many people who struggle to make a solid business case for justifying KM. Although once considered a 'fad' by some, many organizations of all sorts have implemented KM successfully and are reaping the business benefits. Based on the experience of those who have succeeded, this K-Guide outlines approaches to justification and provides a step-by-step guide to making a robust case for investment.

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*David Skyrme Associates Limited
 Highclere, England, RG20 9PR
 Email:sales@skyrme.com :: <http://www.skyrme.com>*

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