

AN INTRODUCTORY BRIEFING FOR SENIOR EXECUTIVES

Making Sense of Knowledge Management

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Knowledge management impinged on management consciousness in the late 1990s and has grown steadily in importance since. Today there is a wealth of information on the subject - conferences, books, magazines, websites – as well as Master’s degree courses. But is knowledge management fulfilling its potential, and can knowledge really be managed? After all, much knowledge is in the heads of people and does not lend itself easily to management in the traditional sense. However, knowledge is increasingly recognized as a crucial organisational resource that gives market leverage. Its management is therefore too important to be left to chance. This briefing paper outlines what steps senior managers should take to leverage the knowledge in their organization.

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David Skyrme Associates Limited
Highclere, England, RG20 9PR
Tel: +44 1635 25 35 45
Email:sales@skyrme.com
http://www.skyrme.com

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