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Responding to the familiar observation that what you don't know can and will hurt you, American Productivity and Quality Center leaders Carla O'Dell and C. Jackson Grayson Jr. have countered with a contention that the "hidden reservoirs of intelligence that exist in almost every organization" can, with work, be efficiently tapped "to create customer value, operational excellence, and product innovation--all the while increasing profits and effectiveness." If Only We Knew What We Know is their detailed examination of the resultant groundbreaking but common-sense methodology they have dubbed "knowledge management," along with their analysis of several companies such as Amoco, Arthur Andersen, Buckman Laboratories, and Xerox that are successfully employing it today. By studying the execution and evolution of this practice in over 70 companies involved with their non-profit management organization, the two have observed how top practitioners are turning internal information that's already selectively available into dynamic improvements that are apparent throughout the companies. They describe how to implement knowledge management in your own firm and describe the "enabling context"