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Bonilla y Asociados
desde 1950



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There are two main approaches to knowledge management (KM), the process-centred approach which treats KM as an interpersonal communication process and the product-centred approach which focuses on the artefacts for knowledge, i.e. the documents, their creation and reuse in corporate computer-based systems. Knowledge Asset Management presents a knowledge asset-centric approach which fuses the previous two approaches together. It provides a conceptual framework to guide managers in the planning and development of the initiative and presents a methodology for organisations to: define and document their knowledge management strategy.- audit and design business processes that enhance and facilitate corporate learning.- facilitate knowledge sharing between people in the organisation.- measure and evaluate the quality and value of the organisation's intellectual capital.