

Librería
Bonilla y Asociados
desde 1950



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This book, written for knowledge management practitioners, is based on a good theory and two great insights. The theory is that, in our increasingly virtual world, knowledge has commercial value. The insights are, first, that the commercialization of knowledge and the growth of e-business are rapidly converging and, second, that all business will soon be e-businesses. It follows that all businesses must understand their knowledge assets and find ways to exploit their commercial value. This book shows how.