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Making Cents Out of Knowledge Management

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Making Cents Out of Knowledge Management

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Knowledge management is the process of creating value from an organization's intangible assets. It is generally concerned with four major types of capital: human, the brainpower of the employees; structural, such as intellectual property rights or databases; social, knowledge acquired from customers and stakeholders; and competitive, knowledge learned about or from an organization's competitors. This concise, easy-to-read book provides guidance on the value and importance of knowledge management for organizations.

Many organizations are reluctant to invest in knowledge management (KM) and competitive intelligence (CI) initiatives for their company's use. In his newest book, Jay Liebowitz discusses how value-added benefits can be derived from such efforts, with concepts and cases presented. *Making Cents Out of Knowledge Management* focuses on demonstrating ways to show the value of knowledge in organizations and discusses methods to measure knowledge management outcomes. Reinforcing these concepts are representative cases from leading practitioners and educators of how organizations have been doing this worldwide.

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