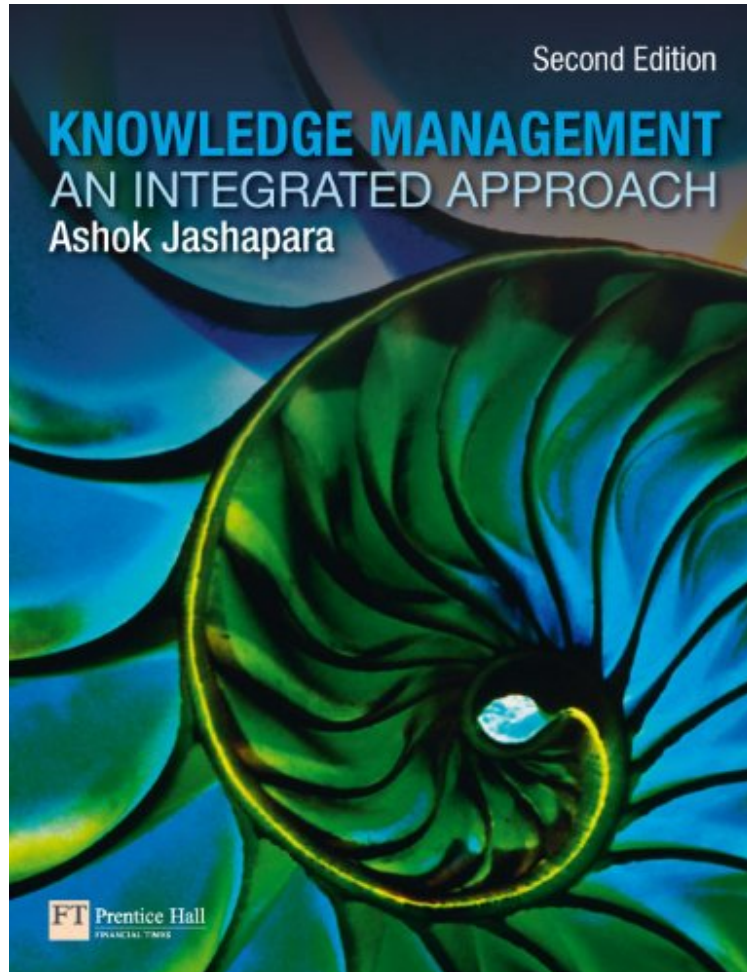


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Knowledge Management

Ashok Jashapara

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From the Back Cover As the economy increasingly moves towards a knowledge based economy, the ability to manage knowledge becomes a matter of competitive survival. This textbook offers clear, well-structured and interesting introduction to knowledge management, with real life case studies from well-known global organisations who are at the forefront of best practice. Many other books only address the subject only partially, from a human resource, information systems or practitioner perspective. This is the first textbook to bring together and integrate all these dimensions. This engaging text offers a readable blend of theory and practice, making this the ideal resource for students studying knowledge management courses within business management, information science and computer science degrees at both undergraduate and postgraduate levels. Key features Offers comprehensive coverage of the most important ideas in knowledge management. Provides an excellent blend of theory and current managerial practice - including insights into best practice. Highlights the relevance of knowledge management ideas to all business functions and within any type of organisation. Case studies and vignettes from a range of sectors and organisations to illustrate the theory in practice. Features such as learning outcomes, exercises and questions for further thought aid reflective learning. This textbook features engaging real world examples throughout including a brand-new in-depth case study at the end of each chapter, covering topical issues in knowledge management. These case studies are all based on well-known organisations that have won MAKE (Most Admired Knowledge Enterprise awards), including Unilever, Infosys, Toyota, Tata and the World Bank. "This is an excellent book which manages to combine a consideration of the philosophy of knowledge with the practical discussion of what it means to "manage knowledge" in an organisational context. This book integrates many disparate strands from the literature and in doing so provides a comprehensive and coherent coverage of this emerging area." Professor Sue Newell, Warwick Business School About the author Dr Ashok Jashapara is an internationally recognised expert in the field of knowledge management and senior lecturer in knowledge management at Royal Holloway, University of London. He also has considerable consultancy experience in Europe and globally. He has published widely in leading books and journals and has won a number of awards for his writing.