

CREATING THE 21ST CENTURY COMPANY:
KNOWLEDGE INTENSIVE, PEOPLE RICH

**VALUE-BASED
KNOWLEDGE
MANAGEMENT**

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TABLE OF CONTENTS

Prologue	9
Part One: What is Value-Based Knowledge Management?	15
Chapter 1: ‘What is Value-Based Knowledge Management?’ How companies can prepare themselves for greater success in the Knowledge Economy	17
Chapter 2: ‘How to use Value-Based Knowledge Management’ How companies can use Operational and Strategic Knowledge Management to become Value-Adding Knowledge Companies	25
Part Two: Why do we need Value-Based Knowledge Management?	45
Chapter 3: ‘Whatever happened to the Industrial Age?’ Tracing the path from the Agricultural Economy to the Knowledge Economy	47
Chapter 4: ‘Power to the People – or to the machine?’ Will there still be work for people in the Knowledge Economy?	58
Chapter 5: ‘Will Global Companies solve the paradox?’ How mega-power companies lead the way in the Knowledge Economy	68
Chapter 6: ‘No time to rest’ How the Knowledge Economy will be superseded by the Quantum Economy	77

Part Three: How do we approach Value-Based Knowledge Management? 91

Chapter 7: 93
'Smart Strategies' How companies should use every eye and ear to create mega-opportunities

Chapter 8: 116
'Smart Organizations' How companies become knowledge intensive, people rich

Chapter 9: 143
'Smart Professionals' How companies and professionals create an upward value spiral

Chapter 10: 169
'Smart Knowledge' How companies create valuable content and context

Part Four: How do we implement Value-Based Knowledge Management? 189

Chapter 11: 191
'Three steps towards Operational Knowledge Management' How companies can improve the way they share and use meaningful knowledge

Chapter 12: 197
'The Value Enhancer' How your company can become a truly Value-Adding Knowledge Company

Epilogue	209
Definitions	214
References	226
Index	232
About the Authors	242
Notes	243



VALUE-BASED KNOWLEDGE MANAGEMENT

How will your company face the complexity of making decisions in the 21st century? Perhaps you think, "with knowledge." But are you aware that there is no use in stockpiling knowledge – unless – it's meaningful to your company and adds value for your employees, your customers and the society in which you operate.



If your company is still feeling the ill effects of downsizing, re-engineering and cost-cutting, Value-Based Knowledge Management offers a new, richly-rewarding perspective. A perspective that doesn't generate fear, but takes advantage of competitive markets, rapidly-changing customer demands and issues not yet known.



René Tissen, Daniel Andriessen and Frank Lekanne Deprez take a practical look at the challenges companies face as they advance from the Industrial to the Knowledge Economy. It's a journey that demands a people-sensitive, company-wide approach that opens up the boardroom and the entire company so that everyone creates value through knowledge.

Questions often raised are:

- How can my company derive greater value from its existing knowledge?
- How can my company generate, leverage and sell new meaningful knowledge?
- How can I turn my company into a knowledge-supportive, value-adding organization?
- How can my company attract knowledge professionals, motivate them to stay with us, and then manage them so that they inherently add value?

Value-Based Knowledge Management is a milestone publication that shows companies how to align their strategy, people and organization to enhance the value of their knowledge. It is filled with case examples, best practices and meaningful concepts. Value-Based Knowledge Management offers the essential balance to a purely operational, IT approach to knowledge management. It's a must read for company executives who have the vision to thrive in the 21st century.

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