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

VALUE-BASED KNOWLEDGE MANAGEMENT



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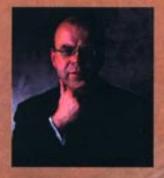
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VALUE-BASED KNOWLEDGE MANAGEMENT

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, reengineering 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, rapidlychanging 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.



