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Knowledge Management: An Introduction

By Kevin C. Desouza, Scott Paquette

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is an introduction Knowledge Management: An Introduction:

Knowledge management as a discipline has matured over the last decade It has moved from being a mere buzzword to an inherently fundamental concept Simply put the knowledge based assets of the organization are the only source of sustainable competitive advantage in today s marketplace Traditional resources such as land labor and capital while important are no longer sufficient for survival in today s fiercely competitive marketplace Here Desouza a faculty membe The text on the basck cover says that it will prove ideal for iteachers This point is reinforced by the introduction of a series of PowerPoint style objectives at the beginning of each chapter and discussion questions which could double up as essay or exa

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