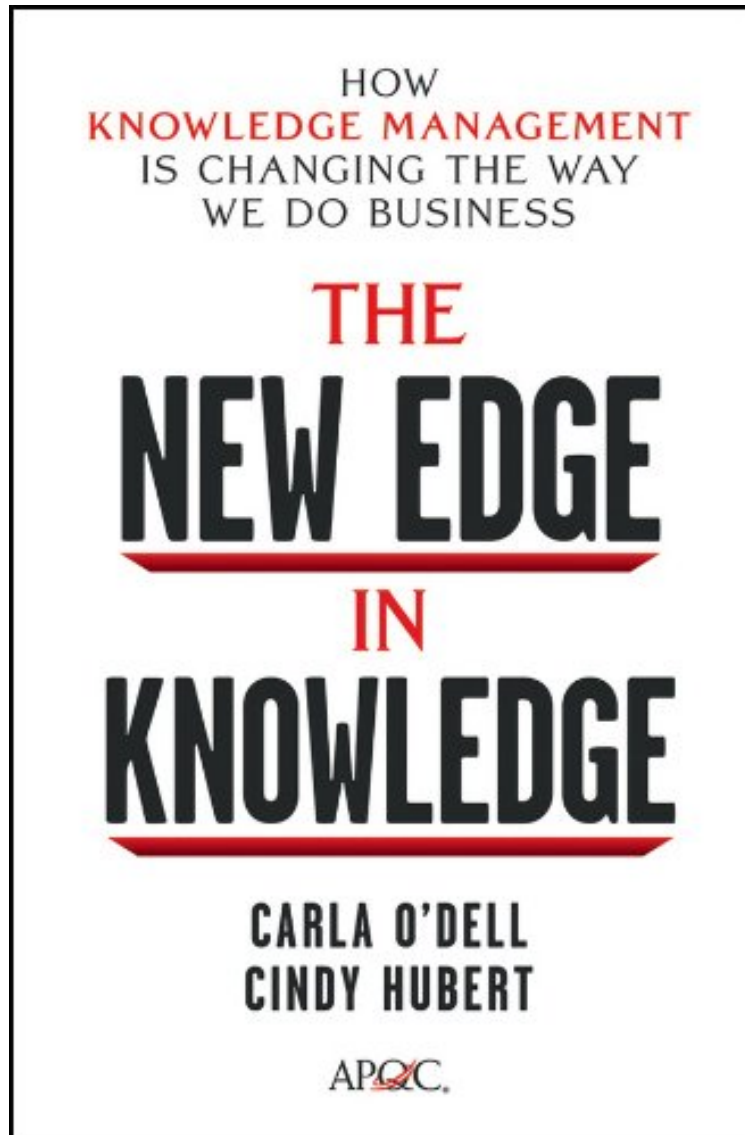


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The New Edge in Knowledge: How Knowledge Management Is Changing the Way We Do Business

Carla O'Dell, Cindy Hubert

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The best thinking and actions in the fast-moving arena of collaboration and knowledge management The New Edge in Knowledge captures the most practical and innovative practices to ensure organizations have the knowledge they need in the future and, more importantly, the ability to connect the dots and use knowledge to succeed today. Build or retrofit your organization for new ways of working and collaboration by using knowledge management Adapt to today's most popular ways to collaborate such as social networking Overcome organization silos, knowledge hoarding and "not invented here" resistance Take advantage of emerging technologies and mobile devices to build networks and share knowledge Identify what can be learned from Facebook, Twitter, Google and Amazon to make firms and people smarter, stronger and faster Straightforward and easy-to-follow, this is the resource you'll turn to again and again to get-and stay-in the know. Plus, the book is filled with real-world examples ndash; the case studies and snapshots of how best practice companies are achieving success with knowledge management. Praise for The New Edge in Knowledge: How Knowledge Management is Changing the Way We Do Business ldquo;You may think you know knowledge management, but this is newmdash;how knowledge initiatives can incorporate social media, mobile technologies, and learning, for example. This book integrates the new knowledge management with the best of the old, such as communities of practice and measurement. KM still matters, and this book tells you why.rdqquo; mdash;Thomas H. Davenport, Presidentrsquo;s Distinguished Professor of IT and Management, Babson College "Over the last decade, knowledge management has emerged as a key success factor for the modern corporation, driven by tremendous advances in business analytics. This book studies the best practices in knowledge management and how leadership companies are applying them today." mdash;Virginia M. Rometty, Senior Vice President and Group Executive Sales, Marketing and Strategy, IBM ldquo;APQC has been on the leading edge of knowledge management for almost two decades. Orsquo;Dell and Hubert have captured those best practices and created a road map to transform the way people work. Reap the benefits of their experience.rdqquo; mdash;C. Jackson Grayson, Chairman and Founder, APQC and co-author of If Only We Knew What We Know ldquo;The New Edge in Knowledge is a useful how-to manual that takes best practice sharing and organizational capability building to the next level: Web 2.0, social networking, mobility, and communities of practice. National and international examples show how companies can create strategic alignment and systematic management to transfer knowledge rapidly and effectively.rdqquo; mdash;Rosabeth Moss Kanter, Harvard Business School professor and author of SuperCorp: How Vanguard Companies Create Innovation, Profits, Growth, and Social Good "What has made our KM program strongnbsp;is sticking to the fundamentals-- that's exactly what this book outlines. It provides trusted advisor guidance on how any company or organization can take the concrete steps to create and implement a world class KM strategy." mdash;Dan Ranta, Director of Knowledge Sharing, ConocoPhillips ldquo;Carla O'Dell and Cindy Hubert have written an amazingly down to earth, useful and practical book on knowledge management and its importance to modern business. Starting with the distinction between information and knowledge, they provide a viewpoint that leaves IT in the dust. Read it to prepare for tomorrow's world!rdquo; mdash;A. Gary Shilling, President, A. Gary Shilling Co., Inc. ldquo;

From the Inside FlapKnowledge management (KM) has come of age, and the time to reap its many benefits is now. Learn how some of today's leading organizations have achieved impressive results in KM, and apply the same strategic principles in your organization with the expert guidance found in The New Edge in Knowledge. Sharing their decades of experience at the American Productivity Quality Center (APQC)mdash;an unrivaled resource for performance analytics, best practices, process improvement, and knowledge managementmdash;authors Carla O'Dell and Cindy Hubert present the best, most practical, and most innovative practices drawn from their firm's pioneering research and collaboration with some of the world's best organizations, including IBM, the U.S. Navy, ConocoPhillips, Fluor, Petrobras, and dozens of others. The New Edge in Knowledge shows you how to implement a proven organization-wide KM strategy that works. The end result is a robust and steadfast enterprise KM program that guarantees your organization's success today and tomorrow. This new release details APQC's KM program framework for: Focusing attention on the true value proposition for KM Determining an organization's most critical knowledge Ensuring knowledge flows where it needs to Building a strategic business case Selecting the right portfolio of KM approaches Incorporating those approaches into employees' daily work life Laying out a thriving infrastructure through governance, roles, and funding Branding and communicating KM Measuring a KM program and ensuring it continues to add new value Whether you're just starting with KM, starting over, or trying to figure out the next big thing, The New Edge in Knowledge will save you time and money and will help you operate at the highest level of KM maturity. Visit www.NewEdgeInKnowledge.com to: Access resource files for each chapter Join the discussion blog Learn about upcoming presentations From the Back Cover"You may think you know knowledge management, but this is

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About the AuthorDR. CARLA Orsquo;DELL, one of the worldrsquo;s leading experts in KM, is president of APQC. She is the coauthor of numerous books and writes frequently for leading journals and magazines, as well as APQCrquo;s KM portal (www.apqc.org/km), and is a sought-after keynote speaker.CINDY HUBERT is the executive director of APQCrquo;s delivery services. Over the past fifteen years, Hubert and her team have worked with more than 450 organizations using APQCrquo;s proven KM methodologies. She writes frequently for leading journals and magazines and is consistently among the highest-rated speakers at internal and external conferences.