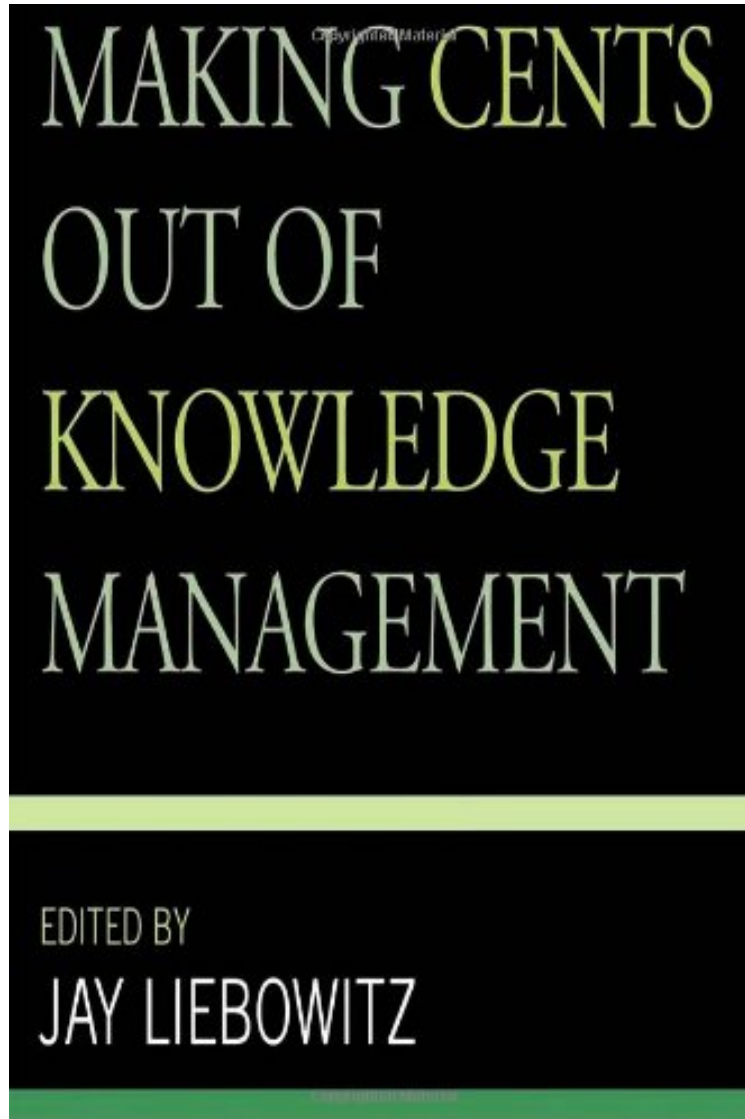


Making Cents Out of Knowledge Management

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From Brand: Scarecrow Press : Making Cents Out of Knowledge Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Making Cents Out of Knowledge Management:

Knowledge management is the process of creating value from an organization's intangible assets. It is generally concerned with four major types of capital: human, the brainpower of the employees; structural, such as intellectual property rights or databases; social, knowledge acquired from customers and stakeholders; and competitive,

knowledge learned about or from an organization's competitors. This concise, easy-to-read book provides guidance on the value and importance of knowledge management for organizations. Many organizations are reluctant to invest in knowledge management (KM) and competitive intelligence (CI) initiatives for their company's use. In his newest book, Jay Liebowitz discusses how value-added benefits can be derived from such efforts, with concepts and cases presented. *Making Cents Out of Knowledge Management* focuses on demonstrating ways to show the value of knowledge in organizations and discusses methods to measure knowledge management outcomes. Reinforcing these concepts are representative cases from leading practitioners and educators of how organizations have been doing this worldwide.

If you are someone involved or interested in developing a KM program within your organization *Making Cents Out of Knowledge Management* is a good book to get you started. It not only gives you tools to begin planning and mapping out what you need to do, it also provides examples of what others have done. (Journal of Business Finance Librarianship, December 2009) About the Author Dr. Jay Liebowitz is professor of information technology in the Cary Business School at Johns Hopkins University. He is the Program Director of the university's Graduate Certificate in Competitive Intelligence and the author of *Social Networking* (Scarecrow Press, 2007) and *What They Didn't Tell You About Knowledge Management* (Scarecrow Press, 2006).