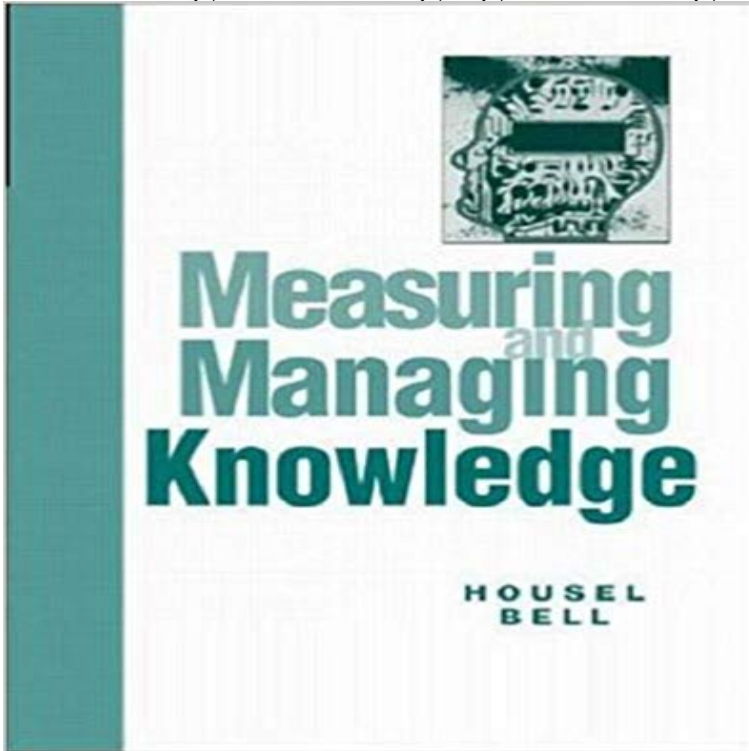


Measuring and Managing Knowledge



Measuring and Managing Knowledge provides a framework for managing and maximizing the return on intellectual capital. Like any emerging field, knowledge management has so far been hobbled by a lack of clarity on key questions: What do we mean by knowledge? How can it be measured and managed? How can return on knowledge (ROK) be maximized? To answer these questions, the authors avoid the obtuse language of sociology and economics in favor of plain talk. They weave the central insights of the growing body of knowledge management literature and their own research into a clear, compelling story of what knowledge management is at present and will become in the years ahead.

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