



Social Knowledge: Organizational Currencies in the New Knowledge Economy

Kenneth E Russell, Renée La Londe, Fred Walters

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It is no longer just about what an individual or company knows; it's what is being shared that is the new organizational currency. It must be one of the key performance indicators of an organization's value impact.

Have you noticed the landscape of Knowledge Management shifting? The speed at which change is occurring is accelerating so quickly some businesses are being left behind. Technology and the very way we gather and use knowledge is evolving seemingly overnight.

"Social Knowledge" describes a new road for knowledge and information sharing across the enterprise. Organizations large and small are discovering new value in the knowledge existing in the expected (formal) and the unexpected (informal) communities created by knowledge workers. This book is for serious thought leaders. It rises above the fray of questionable collaboration implementation plans, clunky project tools, or the "one size fits all" knowledge management solutions.

Social Knowledge: Organizational Currencies in the New Knowledge Economy was created to guide you through all of the questions you have around establishing a dynamic Social Knowledge Management (SKM) practice within your organization.

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