

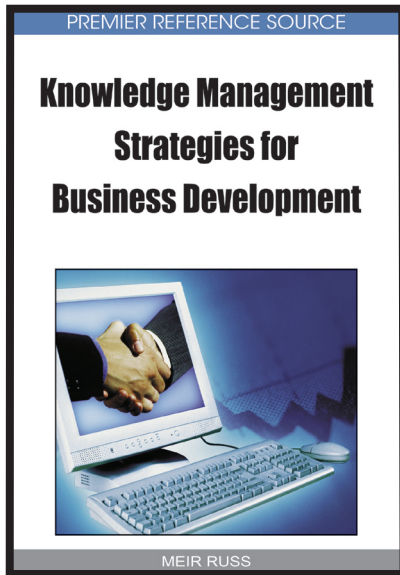
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New Release

September 2009

Knowledge Management Strategies for Business Development



Edited by: Meir Russ, University of Wisconsin - Green Bay, USA

13-digit ISBN: 978-1-60566-348-7

425 pages; 2010 Copyright

Price: US \$180.00 (hardcover*)

Perpetual Access: US \$270.00

Print + Perpetual Access: US \$360.00

Illustrations: figures, tables (8 1/2" x 11")

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As economies continue to evolve, knowledge is being recognized as a business asset and considered a crucial component of business strategy. The ability to manage knowledge is increasingly important for securing and maintaining organizational success and surviving in the knowledge economy.

"In 1997 I developed one of the first classes that taught knowledge management in a Graduate Business program. Since then, I have been researching, consulting and teaching that subject in numerous countries and academic institutions, never having found a text that would completely satisfy my needs....This book is the fruition of my dream."

- Meir Russ, University of Wisconsin, USA

Subject:

Business & Organizational Research; Knowledge Management; Marketing; Operations & Service Management

Market:

This essential publication will be invaluable to academic, corporate, and research libraries as well as those interested in practical applications for knowledge management development, implementation, and utilization. Business managers, executives, project leaders, public administrators, and healthcare administrators will find this resource provides significant methods and best-practice examples in knowledge management applicable to a variety of organizations. Students in business, management, marketing, public administration, and healthcare administration programs will also benefit.

Knowledge Management Strategies for Business Development

addresses the relevance of knowledge management strategies for the advancement of organizations worldwide. This reference book includes real-life examples of knowledge management in a variety of settings ranging from hospitality business to healthcare. It also includes detailed coverage of knowledge management capture and usage for strategic planning, and use of knowledge management for effective customer relationship management and marketing projects.



Excellent addition to your library! Recommend to your acquisitions librarian.

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About the Editor:

Meir Russ received his PhD from the Ohio State University in strategic management, entrepreneurship, and international business. He also has an MBA and a BScEE from Tel Aviv University. He is currently an associate professor with the University of Wisconsin, Green Bay. Dr. Russ currently teaches undergraduate and graduate classes in management and marketing. He also teaches a strategic emergency preparedness, planning and implementation class in the certificate for emergency management Master of Administrative Science Program at UW-GB. His research interests include knowledge-based strategies, the use of knowledge management for hospital preparedness and the new-knowledge based economic development, among others. In addition to his academic focus, Dr. Russ serves in a consulting capacity with a number of multinational companies in the area of global strategic management and knowledge management.

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