

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

By 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 – 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*

“You may think you know knowledge management, but this is new—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.”
—**Thomas H. Davenport,** President’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."
—**Virginia M. Rometty,** Senior Vice President and Group Executive Sales, Marketing and Strategy, IBM

“APQC has been on the leading edge of knowledge management for almost two decades. O’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.”
—**C. Jackson Grayson,** Chairman and Founder, APQC and co-author of If Only We Knew What We Know

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—**Dan Ranta,** Director of Knowledge Sharing, ConocoPhillips

“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!”
—**A. Gary Shilling,** President, A. Gary Shilling & Co., Inc.

“A practical business approach to knowledge management, this book covers KM's value proposition for any organization, provides proven strategies and approaches to make it work, shares how to measure KM's impact, and illustrates high level knowledge sharing with wonderful case studies. Well done!”
—**Jane Dysart,** Conference Chair, KMWorld & Partner, Dysart & Jones Associates

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—**Dr. Nick Bontis,** Director, Institute for Intellectual Capital Research

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leveraging KM for business benefit. They recognized early the symbiotic relationship between knowledge flow and work flow and have guided practitioners in the quest to optimize and streamline both."
— **Reid Smith,** Enterprise Content Management Director, Marathon Oil Company

"Carla O'Dell and Cindy Hubert take knowledge management from vague idea to strategic enabler. In so doing, they clear up the not only the whats, but the whys and the hows. This book establishes knowledge management as an organizational discipline. The authors offer a straightforward set of execution steps, coaching readers on how to launch their own knowledge management programs in a deliberate and rigorous way."
—**Jill Dyché,** Partner and Co-Founder, Baseline Consulting; Author of Customer Data Integration: Reaching a Single Version of the Truth

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Carla O'Dell, Cindy Hubert Bibliography

- Sales Rank: #465983 in Books
- Published on: 2011-03-01
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .92" w x 6.35" l, .97 pounds
- Binding: Hardcover
- 256 pages

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Editorial Review

From the Inside Flap

Knowledge 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)—an unrivaled resource for performance analytics, best practices, process improvement, and knowledge management—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
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- Learn about upcoming presentations

From the Back Cover

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Visit www.NewEdgeInKnowledge.com to learn more and join the discussion.

About the Author

DR. CARLA O'DELL, one of the world'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 APQC's KM portal (www.apqc.org/km), and is a sought-after keynote speaker.

CINDY HUBERT is the executive director of APQC's delivery services. Over the past fifteen years, Hubert and her team have worked with more than 450 organizations using APQC'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.

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From reader reviews:

Joseph Taylor:

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