

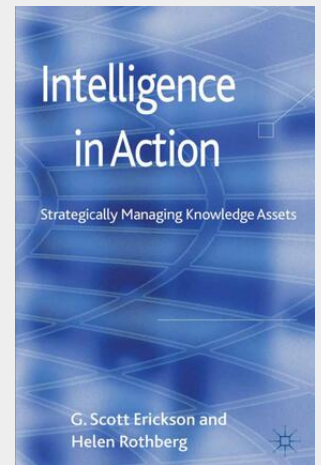
Rothberg / Erickson

Intelligence in Action

Strategically Managing Knowledge Assets

First book to combine financial results with proprietary benchmarking data and in-depth interviews with experienced knowledge practitioners. The resulting framework provides an inside- and outside-the-firm view of the risks and opportunities found in knowledge management and competitive intelligence.

Springer Book Archives



106,99 €

99,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781349345458

Medium: Buch

ISBN: 978-1-349-34545-8

Verlag: Palgrave Macmillan UK

Erscheinungstermin: 31.08.2012

Sprache(n): Englisch

Auflage: 1. Auflage 2012

Produktform: Kartoniert

Gewicht: 308 g

Seiten: 227

Format (B x H): 140 x 216 mm

