

Reading List

Required Reading-July 2001
KM books worth reading
Friday, July 06, 2001

Reaching for the Knowledge Edge:

How the Knowing Corporation Seeks, Shares and Uses Knowledge for Strategic Advantage

Kenneth J. Hatten and Stephen R. Rosenthal

Amacom Books, 2001

ISBN 0-8144-0634-3

\$27.95

Aligning knowledge sharing practices with customer needs can help companies to make "knowing a living reality throughout their organizations and develop the ability to reach for the competitive edge that only new knowledge can sustain," according to Hatten and Rosenthal, who are consultants and professors at Boston University. Eschewing buzzwords, they lay out seven steps for improving the creation and application of knowledge for competitive advantage, illustrating each step with specific business examples. This book will help newcomers to understand the importance and real-world applicability of knowledge management and show experienced executives and practitioners how to focus their efforts for measurable, bottom-line results.

--*Doug Millison*