Reading List

Required Reading-April 2001
KM books worth reading
Thursday, April 19, 2001

In Good Company:
How Social Capital Makes Organizations Work

Don Cohen and Laurence Prusak
Harvard Business School Press, 2001
ISBN 0-87564-913-X
$27.50

Don Cohen and Laurence Prusak define "social capital" in terms of connections among people. It emerges, they write, from "trust, mutual understanding, and shared values and behaviors that bind the members of human networks and communities and make more cooperative action possible." Continuing a theme that Prusak, executive director of the IBM Institute for Knowledge Management, has been developing, they offer examples of how social capital is created and destroyed and the role it plays in collective human endeavors, particularly in modern business. The authors suggest that this understanding is essential for developing models that respect and nourish human relationships. Seekers of a rigorous, quantified theoretical framework won't find it here. Instead, the book explores the role of trust, community, connectedness and loyalty in making companies work today.--*Alan S. Kay*

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