



# Successes and Failures of Knowledge Management

*Jay Liebowitz*

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*Successes and Failures of Knowledge Management* highlights examples from across multiple industries demonstrating where knowledge management has been implemented well, and not so well, so others can learn from these cases on their knowledge management journey. Knowledge management deals with how best to leverage knowledge internally and externally in organizations to improve decision making and facilitating knowledge capture and sharing. It is a critical part of an organization's fabric and can be used to increase innovation, improve organizational internal and external effectiveness, build the institutional memory, and enhance organizational agility.

Starting by establishing KM processes, measures, and metrics, the book highlights ways to be successful in knowledge management institutionalization through learning from others' mistakes and successes. Whether an organization is already implementing KM or has been reluctant to do so, the ideas presented will stimulate application of knowledge management as part of a human capital strategy in any organization.

- Provides keen insight for knowledge management practitioners and educators
- Conveys KM lessons learned through both successes and failures
- Includes straightforward, jargon-free case studies and research developed by the leading KM researchers and practitioners across industries

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