



## Information Alchemy: The Art and Science of Knowledge Management

By Gerry Bernbom

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Information Alchemy: The Art and Science of Knowledge Management, Gerry Bernbom, "Full of advocacy and analysis on the application of knowledge management to universities. This book will provide a great start." - Thomas H. Davenport, director, Andersen Consulting Institute for Strategic Change, and professor, Boston University School of Management "An important introduction for campus administrators to the rapidly evolving discipline of knowledge management." - James J. Duderstadt, president emeritus, University of Michigan, and director, Millennium Project Written for university presidents, college deans, program directors, and other leaders in higher education, Information Alchemy presents a foundational introduction to knowledge management and its growing significance to campuses everywhere. Each chapter addresses a critical aspect of knowledge management, identifies key strategic issues, and offers practical advice and guidance on how such issues might be addressed on an institutional or departmental level. Since knowledge management is an interdisciplinary field of study and practice, the authors in this volume represent a rich array of backgrounds, disciplines, and organizational affiliations. Their expertise and insights will help readers to make sense of the information revolution and become thoughtful leaders of knowledge management.



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