

## Reader Return on Investment

After reading the following chapters, the reader will be able to:

- Understand Knowledge Management from historical, economic, technical, and corporate culture perspectives, including what KM is and isn't.
- Have a working vocabulary of the field of Knowledge Management and be able to communicate intelligently with KM professionals and vendors.
- Understand the trade-offs between the commercial options available for a KM implementation.
- Understand the significance of Knowledge Management on the company's bottom line.
- Understand the relationship between Knowledge Management and other business optimization strategies.
- Understand how KM professionals work and think.
- Have a set of specific recommendations that can be used to establish and manage a KM effort.
- Understand the technologies, including their trade-offs, that can be used to implement Knowledge Management in the corporation.
- Appreciate best practices—what works, why it works, and how to recognize a successful KM effort.

## Organization of This Book

This book is organized into modular topics related to Knowledge Management. It is divided into eight chapters.

### Chapter 1: Overview

---

The first chapter provides an overview of the key concepts, terminology, and the historical context of practical Knowledge Management in the workplace. It illustrates, for example, how every successful organization uses Knowledge Management to some degree, albeit perhaps not in a