



New Economy Energy: Unleashing Knowledge for Competitive Advantage

Sultan Kermally

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DESCRIPTION

Forward-thinking companies are focusing their attention on knowledge, that insubstantial asset which is recognised as a key competitive capability in the new economy. Yet despite the mantra that knowledge is '70% people, 20% process and 10% technology', too much emphasis is still placed on technical aspects of knowledge management by firms embarking on initiatives in this area. Zooming in on a critical issue, this new title in the groundbreaking New Economy Excellence series helps managers to consistently reap competitive benefits by understanding the nature of knowledge and how to make the most of it in the ultra-competitive e-world.

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ABOUT THE AUTHOR

SULTAN KERMALLY is now semi-retired, but has spent all his professional life in management education and management development and training. He is currently tutoring at the Open University Business School and advising Hawksmere PLC on their training, as well as working with FT Knowledge. At Management Centre Europe and as Senior Vice President and Director of the Economist Conferences at the EIU 1990-1998, Sultan spent considerable time working with many of the most well-known management gurus. He was also Associate Director of Harbridge Consulting Group and Director of Corporate Relations at London Business School. He holds an MA in Economics and Geography and is a Fellow of the CIM. He has published widely with other leading business publishers.

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