



# El negocio es el conocimiento: 1 (Spanish Edition)

*Manuel Riesco González*

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La presente obra es innovadora porque presenta un modelo propio, contrastado y modificado. Para gestionar el conocimiento valioso: el Modelo Integrado-Situacional (MIS). Este se distingue por adaptar sus componentes y su arquitectura al entorno particular de cada empresa y por armonizar las aportaciones de personas y tecnologías. Ofrece a los mandos pistas para utilizar estrategias de Gestión de Conocimiento y estilos de dirección adecuados. Muestra el proceso completo de un Proyecto de Gestión de Conocimiento, desde su planificación y gestión de cambio necesario, hasta su evaluación. INDICE: Pistas para un viaje hacia la Gestión del Conocimiento. De la Sociedad Postindustrial a la Sociedad del Conocimiento. Invertir en Conocimiento es un buen negocio. Orígenes y desarrollo del movimiento de la Gestión del Conocimiento. El conocimiento, un recurso estratégico en los negocios. Aprender y desaprender siempre. Usamos TIC, luego existimos. Modelos de Gestión del Conocimiento. Modelo Integrado-Situacional (MIS) de Gestión del Conocimiento. Auditoría del Conocimiento. Conclusiones y prospectivas.

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