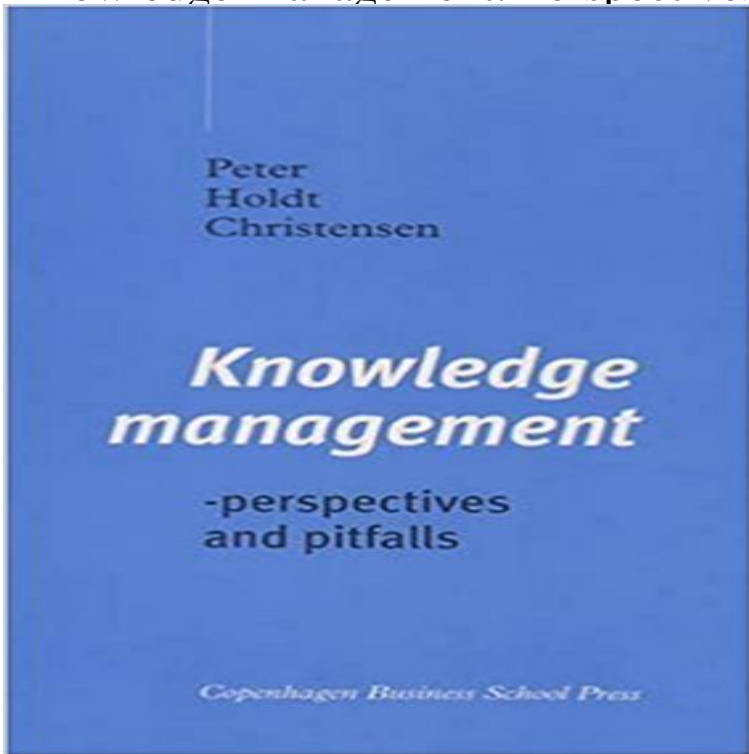


Knowledge Management: Perspectives and Pitfalls



Knowledge management buzzes around as the best way for organizations to gain and sustain competitive advantage in the knowledge-based economy. During recent years, the number of books, articles, seminars and conferences on knowledge management has increased dramatically - leaving it even more difficult to understand what knowledge management is, and how to actually practice it. Furthermore, knowledge management combines the fluffiness of knowledge with the rationality of management creating an oxymoron that is quite difficult to understand, practice and evaluate.

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