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"This book is essential for academics, managers, and consultants who want to increase innovation, effectiveness and strategic focus in their organizations. The authors adroitly link the often-abstract issues of information processing and knowledge creation with the tangible and crucial management issues of organizational learning, motivation and culture that executives often neglect when formulating a knowledge management strategy. By relating these concepts in a straightforward, relevant and empowering way, Firestone and McElroy achieve [in this book] what Peter Senge has done for the field of organizational learning. Their carefully conceived structure and highly accessible framework has the capacity not only to inform, but to transform organizations and those who work in them. I highly recommend this book and the others in KMCI's series."

- Benyamin Bergmann Lichtenstein, Ph.D., Assistant Professor of Entrepreneurship and Emerging Enterprises, Syracuse University
Enterprises, Syracuse University