

Librería  
*Bonilla y Asociados*  
desde 1950



**Título:** Knowledge Management And Business Strategies:  
Theoretical Frameworks And Empiric

**Autor:** Abou-Zeid, El-Sayed

**Precio:** \$2610.00

**Editorial:**

**Año:** 2007

**Tema:**

**Edición:** 1<sup>a</sup>

**Sinopsis**

**ISBN:** 9781599044866

The growing awareness of the crucial role that knowledge can play in gaining competitive advantage has lead businesses to confront how to build competitive business strategy around a firms intellectual resources and capabilities, and how to define and guide the processes and infrastructure for managing organizational knowledge.