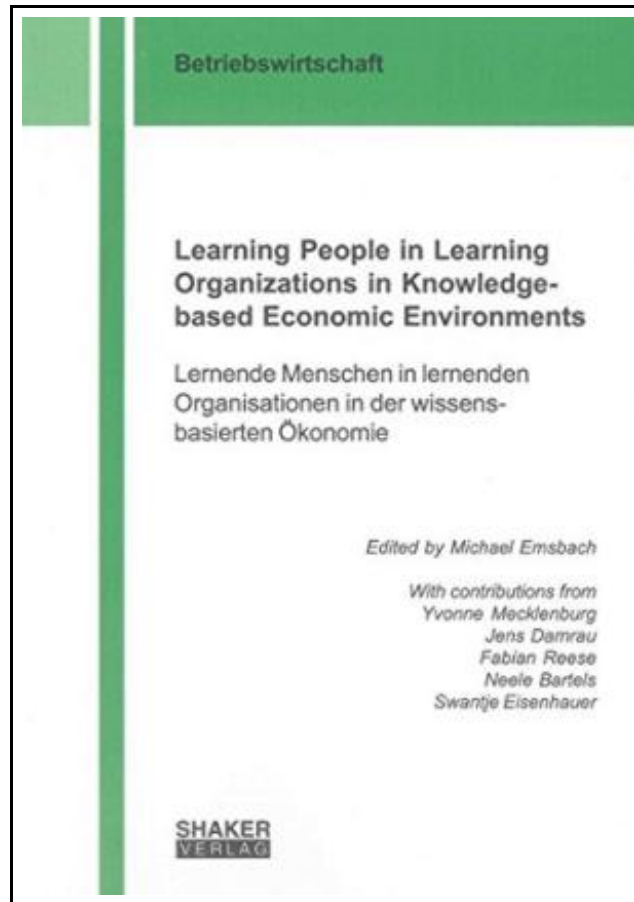


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(Brannon Koch)

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Shaker Verlag Dez 2012, 2012. Buch. Book Condition: Neu. 208x146x17 mm. Neuware - Organizations compete on the basis of resources which are rare, difficult to imitate and difficult to substitute. Knowledge present in an organization has always had the potential to be such a resource supporting an organization's sustainable competitive advantage. So has a cultural macro-environment on the outside of an organization which allows the organization to recruit highly trained staff and to make use of existing educational facilities and high quality communication. While the introduction of information technology served to accentuate knowledge-based advantages of organizations which knew how to optimize the fit of IT to their strategies, it is the advent of web-based connectivity which positions the management of organizational knowledge center-stage. Essentially, this is so because the mentioned advantages from favorable knowledge-intensive locations tend to be reduced by web-based connectivity. Locations become virtual, such as when an organization decides in favor of joining a portal, or decides against some web-based business model. Whereas formerly the organization chose a geographical location (and a cognitive location in the minds of customers thru brand identity), now the organization is faced with the need to adjust its virtual location flexibly so as not to suffer from disintermediation. As a consequence, the organization of collaboration undergoes changes from the need to reduce time to market where business models are to be defended. To be able to set up an online shop of a new product line within a few weeks of the appearance of a competitor market entrant with this product line requires people's flexible availability, and requires the instantaneous constitution of teams functioning as task forces. Traditional models of project management, with their typical time horizons in the order of 6 to 12 months, are out of place here. Members of these...



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