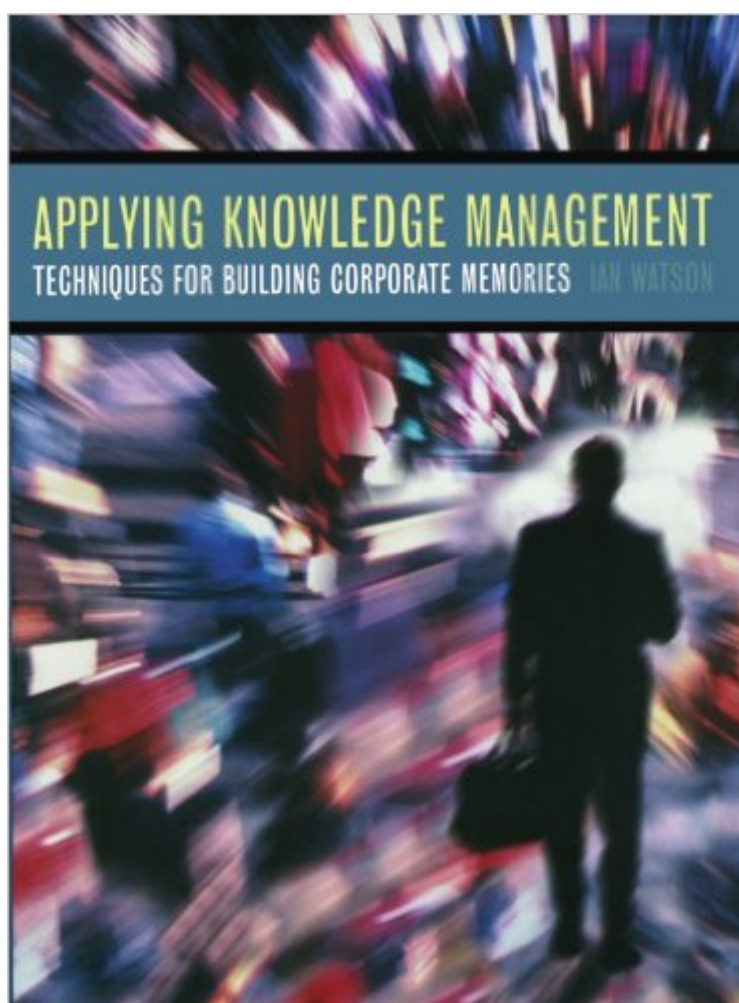# Applying Knowledge Management: Techniques For Building Corporate Memories (The Morgan Kaufmann Series In Artificial Intelligence)

Synopsis

The wholesale capture and distribution of knowledge over the last thirty years has created an unprecedented need for organizations to manage their knowledge assets. Knowledge Management (KM) addresses this need by helping an organization to leverage its information resources and knowledge assets by "remembering" and applying its experience. KM involves the acquisition, storage, retrieval, application, generation, and review of the knowledge assets of an organization in a controlled way. Today, organizations are applying KM throughout their systems, from information management to marketing to human resources. Applying Knowledge Management: Techniques for Building Corporate Memories examines why case-based reasoning (CBR) is so well suited for KM. CBR can be used to adapt solutions originally designed to solve problems in the past, to address new problems faced by the organization. This book clearly demonstrates how CBR can be successfully applied to KM problems by presenting several in-depth case-studies. Ian Watson, a well-known researcher in case-based reasoning and author of the introductory book, Applying CBR: Techniques for Enterprise Systems has written this book specifically for IT managers and knowledge management system developers. * Provides 7 real-world applications of knowledge management systems that use case-based reasoning techniques.* Presents the technical information needed to implement a knowledge management system.* Offers insights into the development of commercial KM CBR applications* Includes information on CBR software vendors, CBR consultants and value added resellers

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Customer Reviews

I work for major telco in Hong Kong and we've been applying KM for several years across the business. This book solves a problem I've had. When a new person joins our team or we go to a new business unit I am asked often to provide book to introduce KM. I've found this hard because so many are all theoory and management stuff. Our people want practical example thay can relate to. This book does that through set of case studies from a range of country and industry. The case studies are detailed in a technical way and let people see what a KM system looks like when implement.Excellent, just the book I've been waiting for. We are now very keen to try CBR (case-based reasoning) on one of our next projects and this book gives lots of practical advice as well as telling us where to go for further information.

This book is excellent. If you're tired of reading KM books that just say "KM is good" and that you need to "empower knowledge workers" then this book is a very refreshing change. The book is easy to read (even though writen by an academic) and is centred around a set of case studies from companies you've actually heard of (Microsoft, General Electric, Deloitte Touche, etc.). The case studies really inspire confidence that you actually could implement a KM system and live to see the benefits. Ian Watson writes a couple of chapters at the front which introduce the main ideas behind KM from a technical viewpoint, not a mangerial view, and then you're off into the case studies.All the case studies use a technique called case-based reasoning that I'd never heard of before. I was fascinated to come across a business intelligence technique I'd never seen mentioned before that actually seems so simple and usable (I've just read the author's previous book on CBR which is also very good).The book gives you plenty of practical ideas of how to implement a successful CBR KM system and I've been able to pursuade my mangers to start a KM project. This book is currently doing the rounds at work and (almost) everyone loves it.I've bought too many of these books before which have disapointed because either they are just full of management speak and guru-buzzwords or they are so techie you need a PhD to understand them. Basically this book is practical, sensible and above all useful.

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