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holistic view of the value chain (Gamble & Blackwell 2001). Sources include suppliers, competitors, partners/alliances, customers, and external experts.

This book presents the latest management ideas in knowledge creation and management in readable and non-technical chapters. Leading experts have contributed chapters in their fields of expertise. Each distils his or her subject in a chapter that is accessible to managers who want to learn what can be applied to their organizations without the distracting details of research methodology.

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