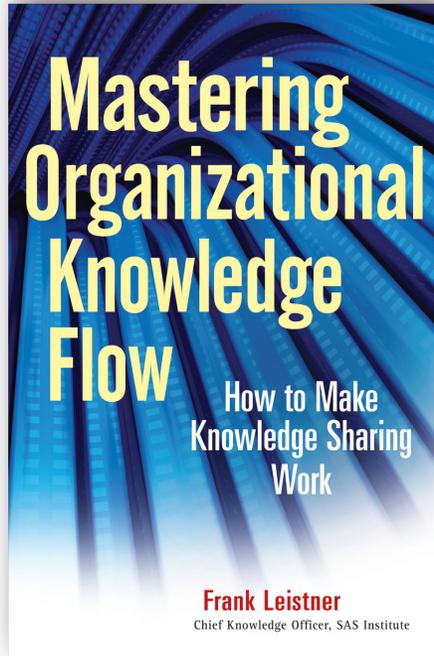


NEW from the Wiley and SAS® Business Series



“Frank Leistner knows that the widespread circulation of knowledge among people is the only important aspect of knowledge management. This book is particularly useful for anyone faced with facilitating flows of complex technical knowledge in a global organization. Leistner writes about these topics not in the abstract, but as a very effective practitioner.”

— **Thomas H. Davenport, President’s Distinguished Professor of IT and Management, Babson College**



SAS Publishing
SAS Campus Drive
Cary, NC 27513 USA
support.sas.com/publishing

To order, visit support.sas.com/bookstore or call 1-800-727-3228.

To read a free sample chapter from the book and learn more about Frank Leistner, visit support.sas.com/authors.

Mastering Organizational Knowledge Flow: How to Make Knowledge Sharing Work By Frank Leistner

Looking at knowledge management in a holistic way, *Mastering Organizational Knowledge Flow: How to Make Knowledge Sharing Work* puts the proper emphasis on nontechnical issues. As knowledge is deeply connected to humans, Frank Leistner moves away from the often overused and therefore burned-out term “knowledge management” to the better-suited term “knowledge flow management.”

This book provides lessons learned and case studies from real experience and discusses key knowledge flow components, success factors and traps, and where to start. Covering topics such as the power of scaling, internal marketing, measuring success, cultural aspects of sharing, and the role of Web 2.0, this book allows you to stay up-to-date with today’s knowledge flow management.

List price: \$34.94 USD

ISBN: 978-0-470-55990-1



FRANK LEISTNER, Chief Knowledge Officer at SAS Institute, is responsible for driving internal knowledge management within SAS via worldwide initiatives. Before coming to SAS, he worked for Siemens-Nixdorf in a United States-Germany liaison role. He has been driving worldwide knowledge management initiatives within SAS since 1997 and has been a participant of the Harvard Graduate School of Education Learning Innovations Laboratory roundtable since 2003.