

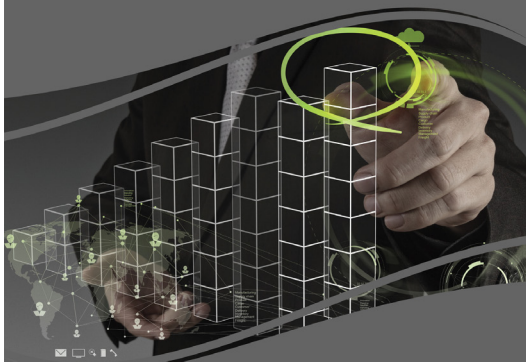
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Knowledge Management for Competitive Advantage During Economic Crisis

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Knowledge Management for Competitive Advantage During Economic Crisis



Patricia Ordóñez de Pablos, Lluís Jovell Turró,
Robert D. Tennyson, and Jingyuan Zhao



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Patricia Ordóñez de Pablos (University of Oviedo, Spain),
Luis Jovell Turró (Universidad Autónoma de Barcelona, Spain),
Robert D. Tennyson (University of Minnesota, USA), and
Jingyuan Zhao (University of Québec at Montréal, Canada)

Strategy management has always been a crucial business aspect that a company must understand to remain successful in the business world. However, there are a number of different approaches that a company can employ in order to differentiate themselves from the competition.

Knowledge Management for Competitive Advantage During Economic Crisis brings together the various approaches that affect the superiority of a company's organizational performance and the gains they can make over their competitors. By focusing on concepts such as organizational learning and intellectual capital, this book is an indispensable reference source for researchers, practitioners, graduate students, and business managers interested in understanding what approaches are necessary to ensure superior organizational performance.

Topics Covered:

- Economic Development
- Human Capital
- Human Resource Management
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- Relation Capital
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Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Patricia Ordóñez de Pablos is a Professor in the Department of Business Administration in the Faculty of Economics and Business of the University of Oviedo, Spain. Her teaching and research interests focus on the areas of strategic management, knowledge management, intellectual capital, human resources management, and IT. She is Editor in Chief of the *International Journal of Asian Business and Information Management*, and Associate Editor of *Behaviour and Information Technology*. Additionally, she serves as Executive Editor of the *International Journal of Learning and Intellectual*. She is author of many papers published in top academic journals like *Computers in Human Behavior*, *International Journal of Technology Management*, *Journal of Universal Computer Science*, *Journal of Knowledge Management*, *Journal of Intellectual Capital*, *Journal of Knowledge and Learning*, and more. She is also co-editor of some books recently published by Springer and IGI-Global.



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