

Knowledge Management Initiatives and Strategies in Small and Medium Enterprises

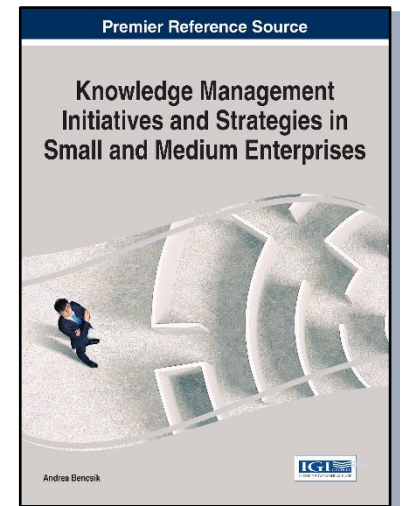
Part of the Advances in Logistics, Operations, and Management Science Book Series

Andrea Bencsik (Széchenyi István University, Hungary and J. Selye University, Slovakia)

Description:

To maintain a competitive edge against other businesses, companies must ensure the most effective strategies and procedures are in place. This is particularly critical in smaller business environments with fewer resources.

Knowledge Management Initiatives and Strategies in Small and Medium Enterprises is an authoritative reference source for the latest scholarly material on the management of knowledge resources in smaller-scale enterprises. Highlights theoretical foundations and real-world applications.



Readers:

This book is ideally designed for professionals, practitioners, researchers, and upper-level students interested in emerging perspectives on knowledge management.

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Topics Covered:

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