



KNOWLEDGE MANAGEMENT FROM BRAIN TO BUSINESS

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Knowledge management (KM) has been identified as the key to future growth for all businesses. By leveraging corporate knowledge, an organization can significantly increase its efficiency and effectiveness. Knowledge managed effectively has the potential to increase productivity and contribute to improvements in quality, cost, and delivery. KM is how organizations create, capture, and reuse knowledge to achieve organizational objectives and create value for others. The KM concept has steadily gained acceptance in APO member countries, and the number of companies and organizations that adopt and integrate KM practices into their existing management and operations systems continues to rise.

Recognizing the importance of KM to member countries, the APO has organized several projects on the theme. The International Productivity Conference 2007 (IPC 2007) on Knowledge Management—From Brain to Business, jointly organized by the APO and the Thailand Productivity Institute in Bangkok, Thailand, 18–19 January this year, was a major KM promotion project showcasing outstanding KM applications by globally renowned enterprise from Asia, Europe, and the USA.

This new publication, *Knowledge Management from Brain to Business*, documents the proceedings of IPC 2007 and is comprised of opening addresses, speaker presentations, summaries of two knowledge-sharing sessions, and free-ranging panel discussions held at the end of each conference day. The speaker presentations contained are:

- Strategy as Distributed Phronesis: Knowledge Creation for the Common Good, by Dr. Ikujiro Nonaka, professor emeritus, Hitotsubashi University Graduate School of International Corporate Strategy, Japan;
- Collaborative Enterprise-wide Knowledge Sharing and Organizational Learning—Taking Knowledge Sharing to the Next Level, by Knowledge Transfer Manager Martha Seng, Buckman Laboratories (Asia) Pte. Ltd., Singapore;
- Connecting Strategy and Operations through Knowledge Management—The Tata Group Experience, by Head, RFID Solutions, T.S. Rangarajan, Tata Consultancy Services, India;
- Innovation and Intellectual Capital Management Set the Agenda, by Managing Director Rory L. Chase, Teleos, UK;
- From Knowledge Management to Operational Excellence, by Senior Manager Dirk Ramhorst, Siemens IT Solutions and Services, Germany; and
- Integration of Knowledge Management and Learning for Innovation, by President Chaovalit Ekabut, Siam Pulp and Paper Public Co., Ltd., Thailand.

Each presentation includes the accompanying figures used in the original presentations as well as summaries of the major points. The summaries of the knowledge-sharing sessions, an innovative feature of IPC 2007, and additional questions and answers after the sessions, add depth to the key points of the presentations. This book will be of interest to anyone interested in learning the latest concepts in KM, successful examples of KM application, and methods for KM measurement.

For order and inquiry on APO publications and videos, please contact the Asian Productivity Organization, Hirakawa-cho Dai-ichi Seimei Bldg. 2F, 1-2-10 Hirakawa-cho, Chiyoda-ku, Tokyo 102-0093, Japan. Phone number: (81-3) 5226-3920, Fax: (81-3) 5226-3950, e-Mail: apo@apo-tokyo.org