



Developing Knowledge-Based Client Relationships (Knowledge Reader)

Ross Dawson

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The publication of this book heralds a new field of management, thought and practice. The advocates of the 'knowledge economy' have to date focused almost exclusively on how managers can increase the internal productivity of their knowledge assets and intellectual capital. The important next step is understanding that a large and rapidly increasing proportion of the value of business transactions is in knowledge itself. Once this is recognized, managers must devote their attention to how to maximize the value of that knowledge to customers, and tie that directly to developing enduring and profitable relationships.

Developing Knowledge-Based Client Relationships guides the reader to understanding the increasing importance of information and knowledge in business transactions and client relationships. It then goes on to present in an extremely practical fashion what knowledge organizations can do to enhance the value of the knowledge they deliver to clients and use that to develop profitable relationships. This is done by presenting underlying theoretical framework, a variety of tools for structuring relationships and presenting knowledge to clients, and numerous case studies and examples of firms which have implemented these concepts successfully.

Fills a gap in present knowledge literature in the customer knowledge area

Practical tools and effective case studies with world-recognized companies

Shows how knowledge organizations of all kinds can increase their competitive edge by adding value to their clients

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