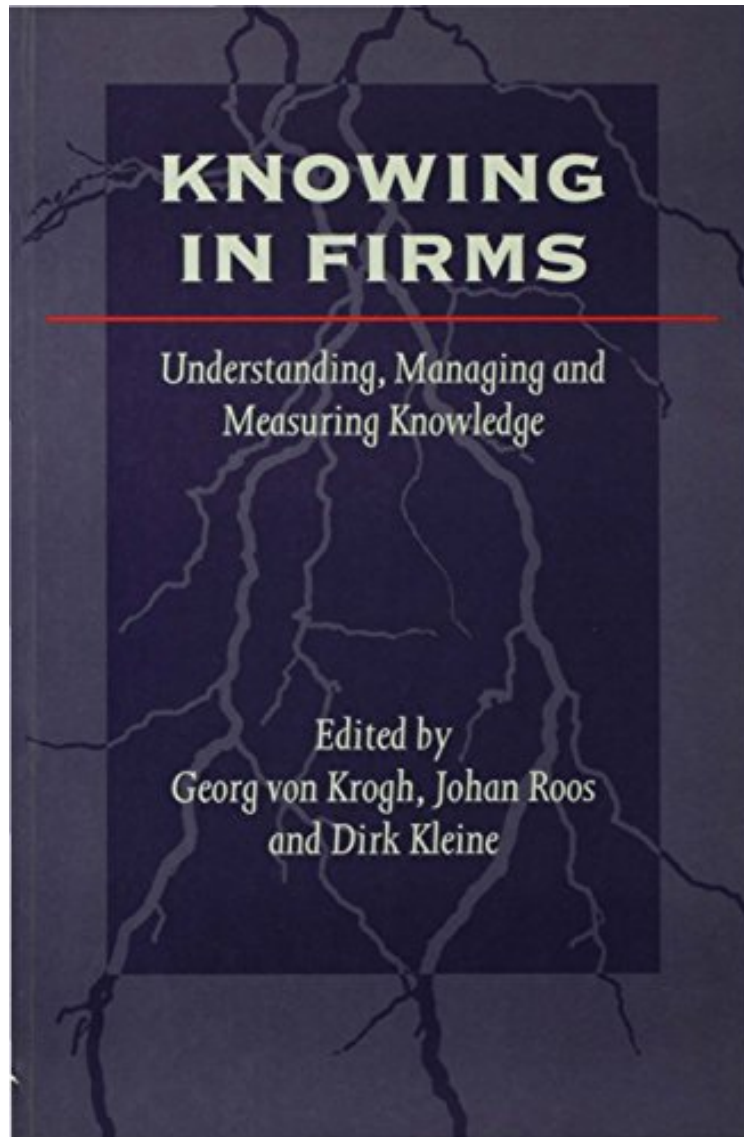


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# Knowing in Firms: Understanding, Managing and Measuring Knowledge

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About the Author Johan Roos is Professor of General Management and Strategy at International Institute for Management Development (IMD).