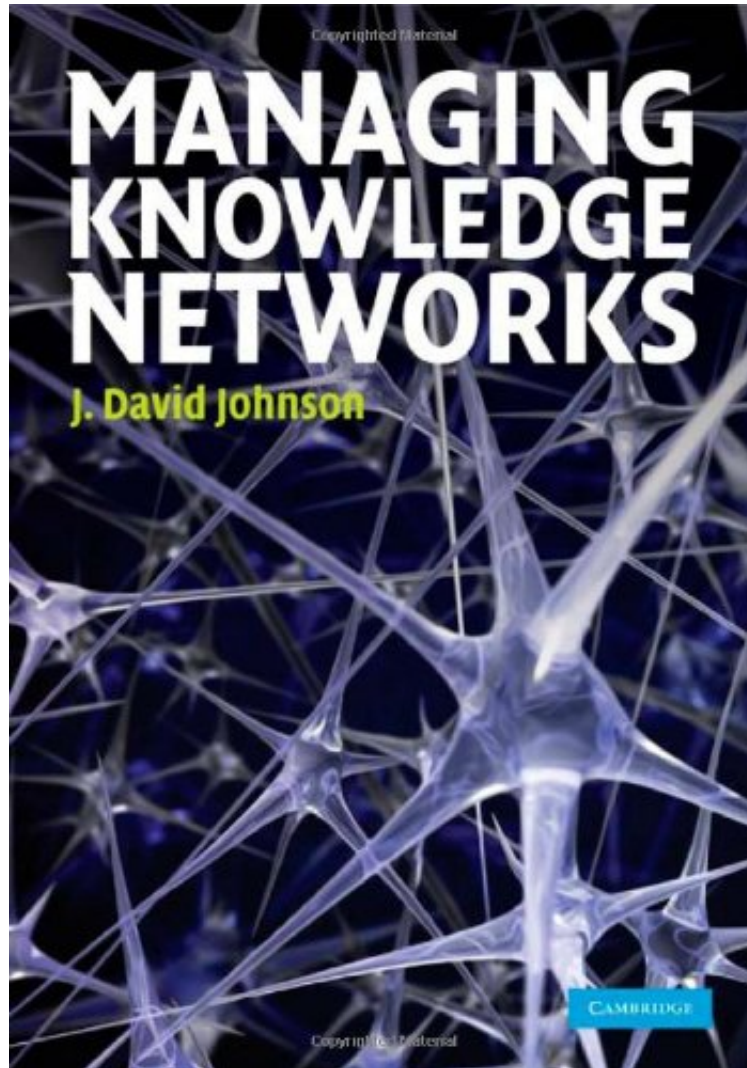


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Managing Knowledge Networks

J. David Johnson

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J. David Johnson : Managing Knowledge Networks before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Knowledge Networks:

The information context of the modern organization is rapidly evolving in the face of intense global competition. Information technologies, including databases, new telecommunications systems, and software for synthesizing information, make a vast array of information available to an ever expanding number of organizational members. Management's exclusive control over knowledge is steadily declining, in part because of the downsizing of organizations and the decline of the number of layers in an organizational hierarchy. These trends, as well as issues

surrounding the Web 2.0 and social networking, mean that it is increasingly important that we understand how informal knowledge networks impact the generation, capturing, storing, dissemination, and application of knowledge. This innovative book provides a thorough analysis of knowledge networks, focusing on how relationships contribute to the creation of knowledge, its distribution within organizations, how it is diffused and transferred, and how people find it and share it collaboratively.

"This book is about making the jump from IT to KM; from engineering potential information flow, to managing effective information flow. No one can know all the information relevant to our work and interests. We rely on friends, colleagues, and productive accidents for cutting-edge information and for blinders to information it is socially acceptable to ignore. Our points of access are connected in a network around us, and *Managing Knowledge Networks* provides frameworks for surviving and thriving in that network. Johnson draws on his years of research on human communication to speak simply with clarity, coverage, and examples. Addressed to academic and practical audiences, this book would be equally useful for an upper-division college course, a graduate seminar, or a manager responsible for information access and flow in the organization." Ronald Burt, Hobart W. Williams Professor of Sociology and Strategy, University of Chicago Booth School of Business

"What makes this a great book is its comprehensive treatment of an interdisciplinary topic - knowledge management - through a laser-like focus on one fascinating issue - knowledge networks. Nurturing them, monitoring them, diversifying them, and using them will be the knowledge professional's toolkit in the coming decades. More and more innovation is not the answer to our organizational challenges. Value-added processes must come into play. David Johnson provides a terrific perspective for business leaders and organizational researchers - knowledge networks - and clarifies how they work in relation to innovation, organizational learning, and work performance." James W. Dearing, Ph.D., Senior Scientist at the Institute for Health Research, Kaiser Permanente, Director of the Cancer Communication Research Center, and Co-Director of the Center for Health Dissemination and Implementation Research

"By marrying knowledge management to networks, Johnson derives important insights about the social and relational nature of knowledge. His dynamic view of knowledge and its management in knowledge networks is both innovative and insightful. This book will hold great interest for scholars and practitioners alike." Marshall Scott Poole, David and Margaret Romano Professorial Scholar, Professor in the Department of Communication, and Senior Research Scientist at the National Center for Supercomputing Applications, University of Illinois at Urbana-Champaign

"David Johnson's book presents a comprehensive examination of how information and communication networks have evolved overtime in personal, work, and broader environmental settings. What is unique about this book is that it taps into and synthesizes years of important research in communication network analysis and applies it to current day thinking and problems. This book is a must-read for any one interested in studying networks." Alex M. Susskind, Associate Professor of Food and Beverage Management and Academic Area Director for Hospitality, Facilities, and Operations, School of Hotel Administration, Cornell University

About the Author: J. David Johnson has been Dean of the College of Communications and Information Studies at the University of Kentucky since 1998. He has also held academic positions at the University of Wisconsin Milwaukee, Arizona State University, the State University of New York at Buffalo, Michigan State University, and was a media research analyst for the US Information Agency. He has been recognized as among the one hundred most prolific publishers of refereed journal articles in the history of the communication discipline.