THE KNOWLEDGE-CREATING COMPANY

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In a world where the only certainty is uncertainty, the one reliable source of lasting competitive advantage is knowledge. The best companies survive by consistently creating new knowledge, disseminating it widely throughout the organization, and quickly leveraging it in their business processes and products.

In *The Knowledge-Creating Company*, Ikujiro Nonaka shows how your company can exploit its knowledge to continually innovate and reinvent itself in the face of relentless change.