



# Winning the Knowledge Transfer Race

*Michael J. English, William H. Baker*

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*Knowledge* is information that is essential to transact business in ways that improve employee performance and an organization's competitiveness. It is vital to treat such knowledge--which can be anything from trade secrets and patents to information on sales, distribution, or financing--as cherished *intellectual capital*. In order to innovate quickly and convert wisdom into profits you must transfer this capital in a deliberate, systematic way.

*Winning the Knowledge Transfer Race* shows managers how to leverage intellectual capital knowledge to achieve extraordinary results and win against fierce competition. Michael English and William Baker, pioneers and practitioners in the development and application of benchmarking and best practices, provide the solutions and practical steps for managing intellectual capital at the highest level and incorporating it into your company's best practices.

This breakthrough book examines how intellectual capital shapes markets and delivers products and services. You'll see how to apply knowledge transfer strategy into your department and organization.

Then, the authors introduce you to the best practices of some of the world's most profitable companies--such as IBM, Raytheon, Verizon, Xerox, Buckman Labs, General Electric, and Toyota--in knowledge transfer, benchmarking, and process improvement. They reveal how to duplicate these approaches, enabling you to:

- Achieve effective knowledge transfer at the highest levels of efficiency
- Innovate knowledge-based products and services with tremendous speed
- Make sharing and collaboration an integral part of every employee's job
- Stay at the forefront of changes in technology
- Increase customer satisfaction and gain market share

To stay ahead in the global race for growth and profit, *Winning the Knowledge Transfer Race* is the only book you need to cross the finish line first.

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