

Knowledge Capitalism: Business, Work, and Learning in the New Economy

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Abstract

What will organizations and work be like in the future? Who will survive and prosper? Knowledge Capitalism reveals how the shift to a knowledge-based economy is redefining firms, empowering individuals and reshaping the links between learning and work. Burton-Jones argue that industrial-era models of firm-market boundaries, work arrangements, and ownership and control are inhibiting firms' and individuals' success in the emerging knowledge economy. New models are described to help management make better insourcing/outsourcing decisions, align organizational structure and incentives with knowledge goals, and plan learning and knowledge growth strategies. The author charts the change in the business/knowledge landscape with arresting clarity and an impressive range of evidence, including illustrations from leading companies. Every page contains something that will make you think about how you and your organization will need to adapt. Knowledge Capitalism provides a practical tool-set for anybody wanting to interpret and manage change in the new economy.

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