



Managing Knowledge Workers: New Skills and Attitudes to Unlock the Intellectual Capital in Your Organization

Frances Horibe

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An indispensable guide to the new techniques for managing knowledge workers

They are the idea people, whose brain power and experience have become more valuable to their companies than physical assets or products (think Microsoft). Today's knowledge workers are so in demand, especially in the high-tech sector, that many command large salaries and will job-hop at the drop of a hat. This hands-on guide gives managers practical, doable strategies for motivating and keeping knowledge workers without breaking the bank or sacrificing productivity and quality. It goes beyond the quick-fix of throwing money at the problem and offers realistic solutions for effectively managing the human side of intellectual capital.

- Features case studies, anecdotes, and examples of companies using the new managing techniques, including IBM, Deloitte & Touche, and Transport Canada

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