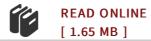# Cultivating Communities of Practice

By Etienne Wenger

Harvard Business Review Press Jan 2002, 2002. Buch. Book Condition: Neu. 248x168x27 mm. Neuware - Today's marketplace is fueled by knowledge. Yet organizing systematically to leverage knowledge remains a challenge. Leading companies have discovered that technology is not enough, and that cultivating communities of practice is the keystone of an effective knowledge strategy. Communities of practice come together around common interests and expertise- whether they consist of first-line managers or customer service representatives, neurosurgeons or software programmers, city managers or home-improvement amateurs. They create, share, and apply knowledge within and across the boundaries of teams, business units, and even entire companies-providing a concrete path toward creating a true knowledge organization. InCultivating Communities of Practice, Etienne Wenger, Richard McDermott, and William M. Snyder argue that while communities form naturally, organizations need to become more proactive and systematic about developing and integrating them into their strategy. This book provides practical models and methods for stewarding these communities to reach their full potential- without squelching the inner drive that makes them so valuable. Through in-depth cases from firms such as DaimlerChrysler, McKinsey&Company, Shell, and the World Bank, the authors demonstrate how communities of practice can be leveraged to drive overall company strategy, generate new...

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