



## Networks in the Knowledge Economy

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In today's de-layered, knowledge-intensive organizations, most work of importance is heavily reliant on informal networks of employees within organizations. However, most organizations do not know how to effectively analyze this informal structure in ways that can have a positive impact on organizational performance. *Networks in the Knowledge Economy* is a collection of readings on the application of social network analysis to managerial concerns. Social network analysis (SNA), a set of analytic tools that can be used to map networks of relationships, allows one to conduct very powerful assessments of information sharing within a network with relatively little effort. This approach makes the invisible web of relationships between people visible, helping managers make informed decisions for improving both their own and their group's performance. *Networks in the Knowledge Economy* is specifically concerned with networks inside of organizations and addresses three critical areas in the study of social networks: Social Networks as Important Individual and Organizational Assets, Social Network Implications for Knowledge Creation and Sharing, and Managerial Implications of Social Networks in Organizations. Professionals and students alike will find this book especially valuable, as it provides readings on the application of social network analysis that reflect managerial concerns.

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