



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

Frances Horibe

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Managing Knowledge Workers provides practical, doable strategies for managing, motivating, and retaining knowledge workers, without breaking the bank. Managing Knowledge Workers focuses not just on understanding the value of knowledge in your organization, but on managing the human side of intellectual capital.

- Shows how to use other more powerful levers than money to attract and retain the knowledge workers.
- Provides hands-on advice on creating the right culture and environment through communication, involvement, consultation, and teamwork.
- Provides practical advice on how to handle new management challenges: how to manage knowledge you don't understand, how to encourage new knowledge to come forward, and much more.
- Features sample dialogues that offer concrete approaches to dealing with difficult real-life situations

“With an insightfully crafted guide to the implementation of intellectual capital concepts, Frances Horibe has made a tremendous contribution to leveraging people and their knowledge in the context of the new economy.”

Hubert Saint-Onge

Senior Vice President, Strategic Capabilities

The Mutual Group

“Managing Knowledge Workers is an excellent reference guide, addressing the challenges all business leaders face in maximizing the creation of shareholder wealth by harnessing the human capital of a capable and committed workforce.”

Gordon J. Feeney

Vice Chairman

Royal Bank Financial Group

“Provides a roadmap to optimizing our knowledge workers and maximizing our technology investment. Should be read by managers at all levels of the organization.”

Ken Henry

Vice President, Business Excellence

Manulife Financial

“We've finally figured out that the proxy for business success is customer loyalty. Managing Knowledge Workers is essential reading for those wanting to understand how to ensure the loyalty of those people essential to achieving customer loyalty--our employees!”

David Carlson

A VP, Customer Care

Newbridge Networks

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