



Cultivating Communities of Practice: A Guide to Managing Knowledge

By Etienne Wenger, Richard A. McDermott, William Snyder

Download now

Read Online ➔

Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder

Today's economy is fueled by knowledge. Every leader knows this to be true, yet few have systematic methods for converting organizational knowledge into economic value. This book argues that communities of practice--groups of individuals formed around common interests and expertise--provide the ideal vehicle for driving knowledge-management strategies and building lasting competitive advantage. Written by leading experts in the field, *Cultivating Communities of Practice* is the first book to outline models and methods for systematically developing these essential groups. Through compelling research and company examples, including DaimlerChrysler, McKinsey & Company, Shell, and the World Bank, authors Etienne Wenger, Richard McDermott, and William M. Snyder show how world-class organizations have leveraged communities of practice to drive strategy, generate new business opportunities, solve problems, transfer best practices, develop employees' professional skills, and recruit and retain top talent. Underscoring the new central role communities of practice are playing in today's knowledge economy, *Cultivating Communities of Practice* is the definitive guide to fostering, designing, and developing these powerful groups within and across organizations.

↓ [Download Cultivating Communities of Practice: A Guide to Ma ...pdf](#)

📄 [Read Online Cultivating Communities of Practice: A Guide to ...pdf](#)

Cultivating Communities of Practice: A Guide to Managing Knowledge

By Etienne Wenger, Richard A. McDermott, William Snyder

Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder

Today's economy is fueled by knowledge. Every leader knows this to be true, yet few have systematic methods for converting organizational knowledge into economic value. This book argues that communities of practice--groups of individuals formed around common interests and expertise--provide the ideal vehicle for driving knowledge-management strategies and building lasting competitive advantage. Written by leading experts in the field, *Cultivating Communities of Practice* is the first book to outline models and methods for systematically developing these essential groups. Through compelling research and company examples, including DaimlerChrysler, McKinsey & Company, Shell, and the World Bank, authors Etienne Wenger, Richard McDermott, and William M. Snyder show how world-class organizations have leveraged communities of practice to drive strategy, generate new business opportunities, solve problems, transfer best practices, develop employees' professional skills, and recruit and retain top talent. Underscoring the new central role communities of practice are playing in today's knowledge economy, *Cultivating Communities of Practice* is the definitive guide to fostering, designing, and developing these powerful groups within and across organizations.

Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder **Bibliography**

- Sales Rank: #583492 in eBooks
- Published on: 2002-01-08
- Released on: 2002-01-08
- Format: Kindle eBook

 [Download Cultivating Communities of Practice: A Guide to Ma ...pdf](#)

 [Read Online Cultivating Communities of Practice: A Guide to ...pdf](#)

Download and Read Free Online Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder

Editorial Review

Amazon.com Review

From the time our ancestors lived in caves to that day in the late '80s when Chrysler sanctioned unofficial "tech clubs" to promote the flow of information between teams working on different vehicle platforms, bands of like-minded individuals had been gathering in a wide variety of settings to recount their experiences and share their expertise. Few paid much attention until a number of possible benefits to business were identified, but many are watching more closely now that definitive links have been established. In *Cultivating Communities of Practice*, consultants Etienne C. Wenger, Richard McDermott, and William Snyder take the concept to another level by describing how these groups might be purposely developed as a key driver of organizational performance in the knowledge age. Building on a 1998 book by Wenger that framed the theory for an academic audience, *Cultivating Communities of Practice* targets practitioners with pragmatic advice based on the accumulating track records of firms such as the World Bank, Shell Oil, and McKinsey & Company. Starting with a detailed explanation of what these groups really are and why they can prove so useful in managing knowledge within an organization, the authors discuss development from initial design through subsequent evolution. They also address the potential "dark side"--arrogance, cliquishness, rigidity, and fragmentation among participants, for example--as well as measurement issues and the challenges inherent in initiating these groups company-wide. --Howard Rothman

From Publishers Weekly

Among the myriad challenges managers in large corporations face today, one is becoming increasingly important: how to make the best use of the knowledge that a company's employees possess. The authors consultants all lift models from Xerox, DaimlerChrysler and the World Bank to show how to tap into the wisdom within, making this book helpful, in theory. Wenger, McDermott and Snyder spend much time explaining ways to organize, maintain and sustain communities of practice, which they define as groups that "share a concern, a set of problems, or a passion about a topic, and... deepen their knowledge and expertise in this area by interacting on an ongoing basis." Laying out a logical, step-by-step process for building one of these communities, the authors define specific roles for each member of the group. But senior managers looking, as the subtitle suggests, for "a guide to managing knowledge" may be disappointed in the scant space actually devoted to developing a system that captures and manages the learning that comes out of a "community of practice." Managers seeking the best way to obtain and use the knowledge coming out of these groups probably won't find it here. (Mar. 6)Forecast: Wenger is the biggest name in the theory of communities of practice, and those familiar with his work will want to add this book to their collection. Neophytes would do better with his 1998 primer, *Communities of Practice*.

Copyright 2002 Cahners Business Information, Inc.

Review

Remarkably thorough, very readable and truly useful. This one's a winner. -- *Training Magazine*, July 2002

Users Review

From reader reviews:

Brittany Belliveau:

The ability that you get from *Cultivating Communities of Practice: A Guide to Managing Knowledge* may be the more deep you digging the information that hide within the words the more you get considering reading it. It doesn't mean that this book is hard to recognise but *Cultivating Communities of Practice: A Guide to Managing Knowledge* giving you excitement feeling of reading. The article author conveys their point in a number of way that can be understood through anyone who read the idea because the author of this e-book is well-known enough. This particular book also makes your own vocabulary increase well. It is therefore easy to understand then can go along with you, both in printed or e-book style are available. We recommend you for having that *Cultivating Communities of Practice: A Guide to Managing Knowledge* instantly.

Joann Nixon:

The actual book *Cultivating Communities of Practice: A Guide to Managing Knowledge* has a lot of information on it. So when you read this book you can get a lot of advantage. The book was published by the very famous author. Tom makes some research just before write this book. This book very easy to read you may get the point easily after perusing this book.

Freddie Straughter:

Do you like reading a publication? Confuse to looking for your favorite book? Or your book was rare? Why so many issue for the book? But virtually any people feel that they enjoy to get reading. Some people likes reading through, not only science book but additionally novel and *Cultivating Communities of Practice: A Guide to Managing Knowledge* or perhaps others sources were given know-how for you. After you know how the truly great a book, you feel need to read more and more. Science publication was created for teacher or even students especially. Those publications are helping them to bring their knowledge. In some other case, beside science guide, any other book likes *Cultivating Communities of Practice: A Guide to Managing Knowledge* to make your spare time considerably more colorful. Many types of book like this.

Katrice Fredericksen:

A lot of publication has printed but it is different. You can get it by world wide web on social media. You can choose the top book for you, science, comedian, novel, or whatever by searching from it. It is identified as of book *Cultivating Communities of Practice: A Guide to Managing Knowledge*. You'll be able to your knowledge by it. Without making the printed book, it could add your knowledge and make a person happier to read. It is most crucial that, you must aware about reserve. It can bring you from one destination to other place.

Download and Read Online *Cultivating Communities of Practice: A Guide to Managing Knowledge* By Etienne Wenger, Richard A.

McDermott, William Snyder #4Z91SROECKN

Read Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder for online ebook

Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder books to read online.

Online Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder ebook PDF download

Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder Doc

Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder Mobipocket

Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder EPub

4Z91SROECKN: Cultivating Communities of Practice: A Guide to Managing Knowledge By Etienne Wenger, Richard A. McDermott, William Snyder