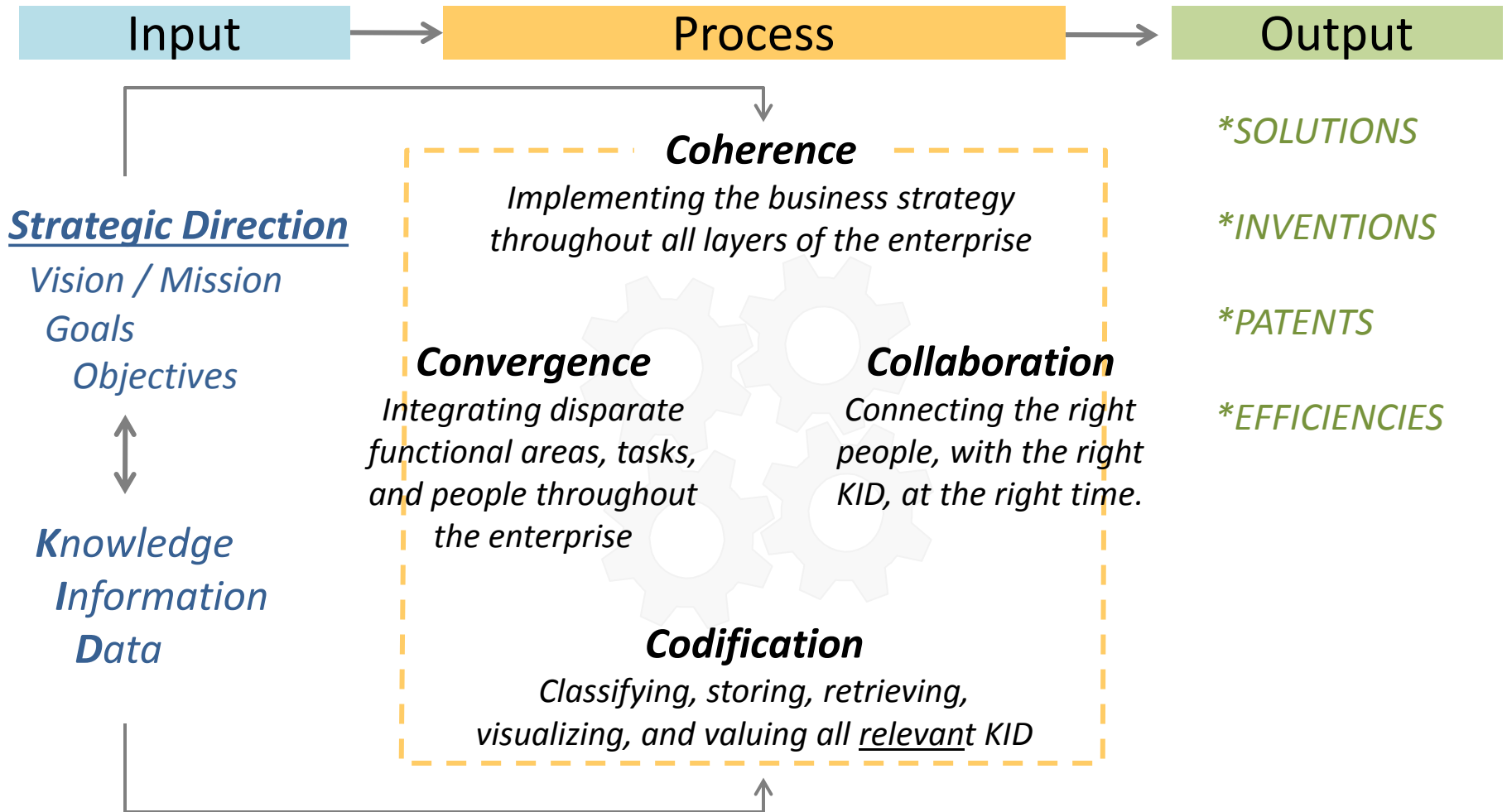


KNOWLEDGE MANAGEMENT IN THE 21st CENTURY



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STRATEGIES FOR OPEN INNOVATION



A successful KM initiative requires a systems' design approach to incorporate and integrate the necessary critical elements of codification, collaboration, convergence, and coherence.