



## The Bayer AG - How Knowledge Drives Success

By Christine Rackey-Hocke

GRIN Verlag Apr 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2001 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, Cologne Business School Köln, course: Knowledge Management (Marketing), language: English, abstract: Every day we are faced with an increasing amount of information and it is becoming more and more difficult to find the really important parts. And all this in a time in which decisions must be made more rapidly than ever before. Nowadays, knowledge is the most important productive factor by representing the real differentiation potential for people and companies - knowledge is a matter of survival. Therefore, Knowledge Management (KM in short) is a discipline used to systematically leverage expertise and information to improve organizational efficiency, responsiveness, competency and innovation. KM normally provides a framework, tools and techniques to reuse captured intellectual assets - because the key enterprise resources of a company are people and information. Therefore, this report will introduce you to the management of information and knowledge at the Bayer AG, one of the world's largest health care and chemicals group....



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