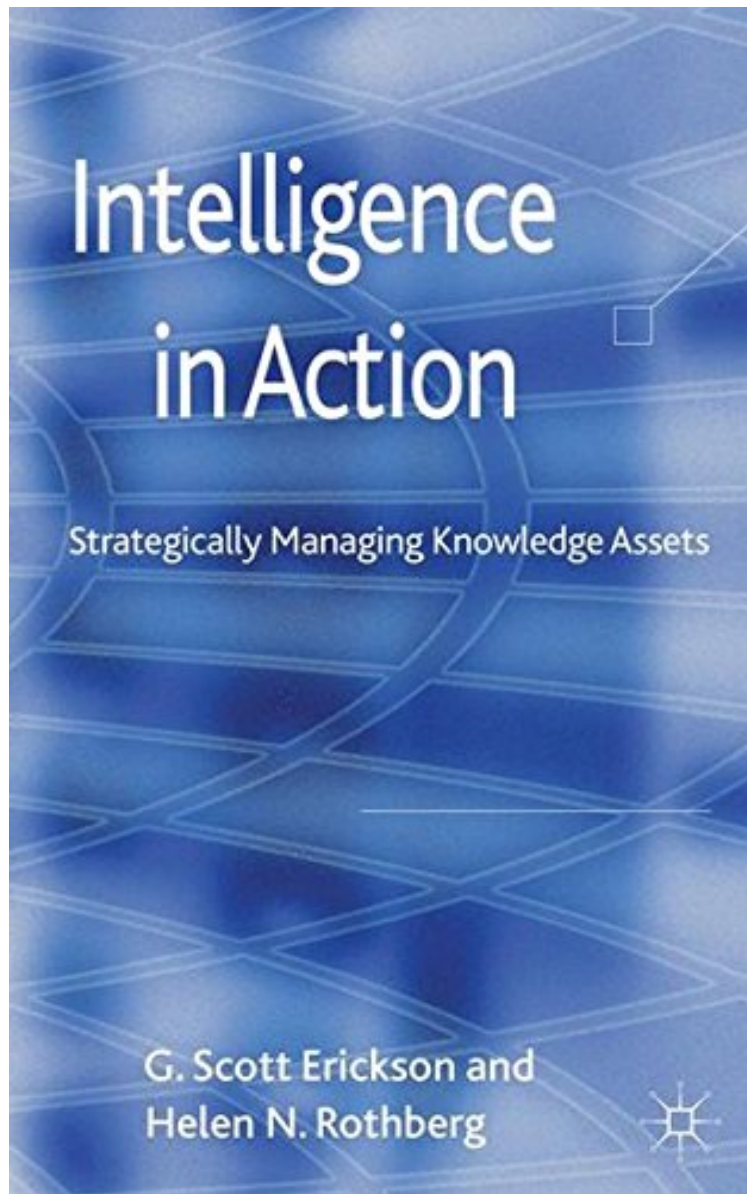


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G. Erickson, H. Rothberg

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First book to combine financial results with proprietary benchmarking data and in-depth interviews with experienced knowledge practitioners. The resulting framework provides an inside- and outside-the-firm view of the risks and opportunities found in knowledge management and competitive intelligence.

About the Author SCOTT ERICKSON is Professor in the Marketing/Law Department in the School of Business at Ithaca College, Ithaca, USA. He holds a PhD from Lehigh University and Masters degrees from Thunderbird and Southern Methodist University (SMU), USA. He served as Fulbright Visiting Chair at The Monieson Centre for the Study of Knowledge-Based Enterprise at Queen's School of Business, Kingston, Ontario, in 2010/2011. HELEN ROTHBERG is Professor of Strategy in the School of Management at Marist College, Poughkeepsie, USA. She holds a PhD and MPhil from City University Graduate Center, and an MBA from Baruch College, the City University of New York, USA. She is on the faculty of the Fuld-Gilad-Herring Academy of Competitive Intelligence and principal of HNR Associates.