

A NEW MODEL OF KNOWLEDGE-CREATION & PRACTICE FOR THE 21st CENTURY

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THE WISE COMPANY

- Identifies main challenges companies face today
- Provides insights into ways that companies can continuously innovate
- Emphasizes wisdom based on experience, for leaders and all employees
- Highlights the importance of societal goals for companies

A tour de force with insights, delights, and powerful narratives featuring some of the world's top business leaders and innovators, in Japan and the USA. An evolutionary sequel to the authors' earlier work on the knowledge creating company. -- David J. Teece, Haas School, U.C. Berkeley

野中郁次郎 × 竹内弘高

THE WISE COMPANY

21 世紀の知的創造とその方法論を論じる

『The Knowledge-Creating Company(知識創造企業)』待望の続編！

個人から社会へ、知はいかにスパイラルアップするのか？
そのメカニズムを解明し、企業の戦略に当てはめ論じます。

「ワイズ・カンパニー」の6つのキーワード

善を判断できる
本質を伝える

本質を把握できる
政治力を行使する

場をつくる
実践知を育む