



success--examine how all types of companies can effectively understand, analyze, measure, and manage their intellectual assets, turning corporate wisdom into market value. They categorize knowledge work into four sequential activities--accessing, generating, embedding, and transferring--and look at the key skills, techniques, and processes of each. While they present a practical approach to cataloging and storing knowledge so that employees can easily leverage it throughout the firm, the authors caution readers on the limits of communications and information technology in managing intellectual capital.

Stephen's bra is starting to slip. His pantyhose are sagging. His knickers keep falling down. Oh, the shame of it. He stole a gizmo-and now it's paying him back. Another crazy yarn from Australia's master of madness. The Paul Jennings phenomenon began with the publication of Unreal in 1985. Since then, his stories have been devoured all around the world.

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