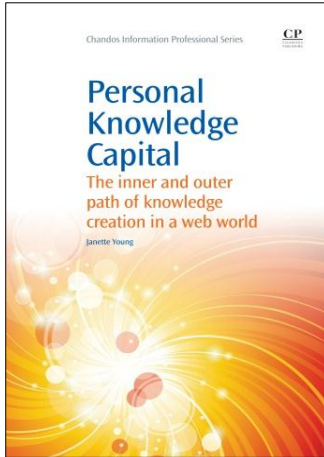


Conversation, Technology and a Magic Box!

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Wouldn't we all like to wake up to find that there was a magic box that could solve our problems and give us creative solutions? If we stop to reflect, take time out, value and use the interactive features created by technology and smart applications, we may just be able to do this. Ideas are the new currency in the 21st Century, and Janette Young's new book **Personal Knowledge Capital: The inner and outer path of knowledge creation in a web world**, discusses just this. As we rapidly learn to interact in the world of social media and technology we can use the tools and features in this book to create additional value to the conversations and dialogue we have online - this is the real value being added to our current

environment. The ability to converse with other knowledge workers online in the work environment enables the sharing of ideas, insight and mental models held. It challenges our old assumptions and lets us embrace new concepts

In the virtual world this can happen at break neck speed. Conversation and dialogue in virtual communities enable like-minded individuals who have a shared passion and area of interest to expand their boundaries and embrace new ideas. Conversation and managed conversation is one of the most under-valued resources in the business environment. The importance of dialogue cannot be over-estimated. However, in order to value this mechanism knowledge workers and leaders need to appreciate the value that can arise from managed conversation and dialogue in both the physical and virtual environment. The Magic Box is a metaphor, used to remind us to use and value conversation in the workplace. This is a powerful reminder that intangible value and knowledge creation can arise by using tried and tested means of operating in the social environment.

A book on personal knowledge for the knowledge worker! This book helps the reader examine their own personal know-how in relation to tacit, emotional and cognitive knowledge in order to explore the integration of mind and body within knowledge creation. It links social capital to web technologies in order to create innovative frameworks and models. In particular it puts forward tools supported by research, which can be used for building and designing a knowledge infrastructure in a web world. Finally, Nonaka's unified theory of knowledge creation is developed to build a model for a virtual environment. The book interweaves the three areas of personal knowledge management, knowledge creation and knowledge management to challenge the knowledge worker.

Creating knowledge, awareness and innovation Dr Janette Young is the author of **Personal Knowledge Capital** published by Chandos Publishing (ISBN: 978 1 84334 700 2; Price: £47.50). For full title information, please see

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