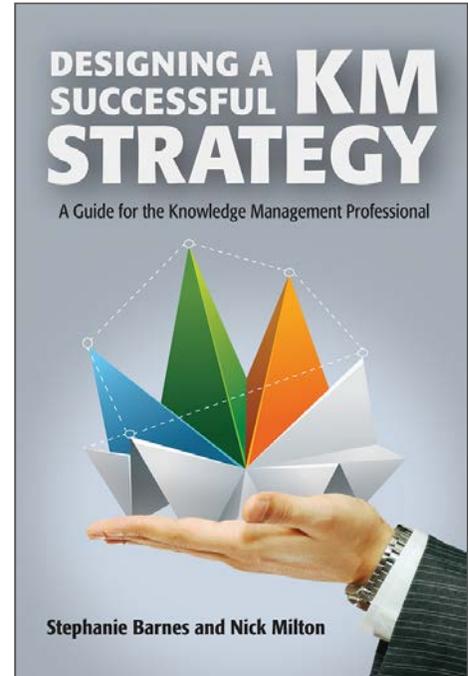


For Immediate Release

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Designing a Successful KM Strategy

New Book is a Step-by-Step Guide to Creating a Strategic Knowledge Management Framework Aligned With Business Strategy



January 19, 2015, Medford, New Jersey—Information Today, Inc. (ITI) announced the publication, in print and ebook editions, of *Designing a Successful KM Strategy: A Guide for the Knowledge Management Professional* by Stephanie Barnes and Nick Milton.

According to Barnes and Milton, when a firm's knowledge management (KM) program isn't aligned with organizational strategy, its success can be no more than a happy accident—if it succeeds at all. In *Designing a Successful KM Strategy*, the authors have drawn on 20 plus years of professional KM experience to outline a step-by-step approach to crafting a KM strategy that supports an organization's unique needs and goals. The new book will equip KM pros to:

- Connect KM strategy to business strategy
- Identify the business drivers that KM will support
- Identify the firm's strategic knowledge areas
- Understand and engage key stakeholders
- Incorporate sound change management principles
- Design pilots that kick-start successful KM rollouts

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Stephanie Barnes has more than 20 years of experience in KM and accounting in the high-technology, healthcare, and public accounting sectors. She is currently a knowledge management consultant at Missing Puzzle Piece Consulting. **Dr. Nick Milton** is director and co-founder of Knoco Ltd. With more than 21 years working in knowledge management, Milton has helped develop KM strategies, implementation programs, and services for a wide range of organizations around the globe.

Designing a Successful KM Strategy: A Guide for the Knowledge Management Professional (224 pp/softbound/\$59.50/ISBN 978-1-57387-510-3) is published by Information Today, Inc. (ITI) and is available wherever quality books and ebooks are sold. For more information, call (800) 300-9868; fax (609) 654-4309; email custserv@infoday.com; or visit the ITI website at infoday.com.

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