

Knowledge is increasingly being recognized as the new strategic imperative of organizations. It has been shown that the organization that shares knowledge among its management and staff grows stronger and becomes more competitive. The most established paradigm is that knowledge is power. Therefore, one has to hoard it, keep it to oneself to maintain an advantage. Today, knowledge is still considered power – an enormous power in fact – but the understanding has changed considerably, particularly from the perspective of organizations. For example, numbers like 5 or 100, without any context, are mere data. Without reference to either space or time, these numbers or data are meaningless points in space and time. The common attitude of most people is to hold on to one's knowledge since it is what makes ?him or her an asset to the organization. What is knowledge