

CERCETĂRI APLICATIVE PRIVIND MANAGEMENTUL CUNOȘTINȚELOR (II)

APPLIED RESEARCHES ON KNOWLEDGE MANAGEMENT (II)

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Abstract: In order to face global crisis challenges and to survive in a complex and dynamic society, being innovative tends to become a prior condition for any collectivity or individual. Therefore, without being different and *thinking outside the box*, it is quite difficult nowadays to achieve anything durable and sustainable. Nevertheless, being different and innovative is not just a native feature of human beings but also an earned quality: being different means, above all, having enough and appropriate information in order to succeed, face competition and defeat challengers. This huge capital, titled *knowledge*, is strongly connected with human resource. Moreover, it is maybe the only one who cannot be valued and priced because its value is priceless.

Keywords: knowledge management, skills, information, innovation, strategic planning