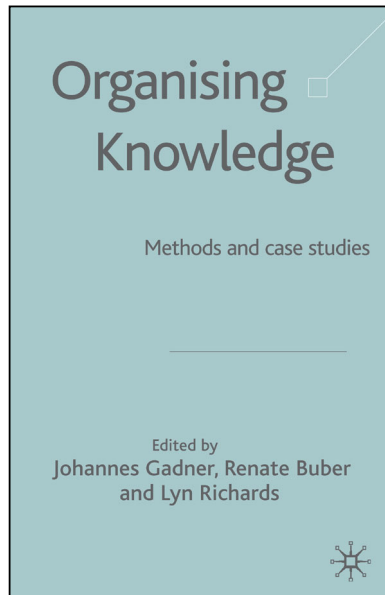


ORGANISING KNOWLEDGE

Methods and Case Studies

Edited by Johannes Gadner
Renate Buber and Lyn Richards



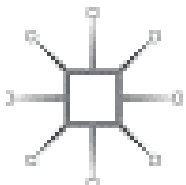
The organisation, processing and representation of knowledge becomes increasingly important in all scientific and business contexts. This book focuses on qualitative methods for knowledge organisation and their contributions to knowledge-based issues of marketing management research. Besides theoretical discussions of different approaches to and definitions of knowledge, as well as methods for knowledge organisation, several case studies in the field of marketing management are presented. Questions of research design, adequate choice of methodologies and practical relevance of the results are addressed. This book is essential reading for those interested in qualitative methodology and applications for knowledge organisation.

CONTENTS: PART ONE: THEORETICAL AND METHODOLOGICAL ISSUES - Structures and Diversity in Everyday Knowledge; *M. Peschl* - Situatedness and Artefacts in Expert Knowledge and Activity; *H. Risku* - The Human Foundation of Knowledge Management; *T. Seiler* - Conceptual Knowledge Organisation and the Problem of Understanding; *J. Gadner & D. Ohnesorge* - Gestalt-based Linguistics and the GABEK Method; *M. Kimmel* - Managing Complexity: Knowledge Organisation and Qualitative Software; *L. Richards* - PART TWO: CASE STUDIES - Consumers' Knowledge of Controlled Ventilation Systems; *J. Gadner & R. Buber* - The Process of Web-personalisation: A Framework to Determine Adequate Personalisation Systems; *S. Grabner-Kräuter* - Evaluating A Computer-based Marketing Course by Means of Focus Groups and Interviews; *R. Höld* - The Job Image of Young Sales Assistants: Introspection and Young Consumers' Assessment; *R. Buber* - Venture Brazil: Studying Austro-Brazilian Joint Ventures by Means of GABEK and *WinRelan*; *J. Mühlbacher & J. Penker* - The Austrian Furniture Retailers' Perspective on the Austrian Design Industry; *R. Buber & M. Friedmann* - Influences of Organisational Learning on Organisational Performance and Success; *R. Yeo*

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