
Contents

Introduction 3

Part I

Understanding the Terrain: Knowledge Management, Law Firms, and Lawyers

- 1 It Is Said That Law Firms Don't Get Knowledge Management 13
- 2 What Is Knowledge Management All About? 19
- 3 The Business and Economics of Law Firms 29
- 4 Lawyers as Knowledge Workers: What Lawyers Do 46

Part II

Plotting and Sailing a Course: Creating and Implementing Law Firm Knowledge Strategy

- 5 What Is a Law Firm Knowledge Strategy? How Do You Develop One? 77
- 6 Preparation 101: Culture Matters! 96
- 7 Consultation: Agreeing on the Processes for Change Management 116

8 Story: The Lawyer's Life in the New World 123

.....

Part III

**Recommendations for Your Personal, Interpersonal,
and Impersonal Knowledge Strategies**

9 Personal Knowledge Strategy: Tacit Is King 161

10 Interpersonal Knowledge Strategy: Creation and Projection 174

11 Impersonal and Digital Knowledge Strategy 188

.....

Appendixes Resources to Build Your Tacit Knowledge

Appendix 1: Selected Web Sites That I Use 219

Appendix 2: Software and Utilities to Know 223

Appendix 3: Glossary of Terms You Should Know 227

Appendix 4: Principles, Myths, and Mistakes: Lists from the Gurus 239

Notes 241

Index 247