

# **Corporate DNA: Using Organizational Memory To Improve Poor Decision-making By Arnold Kransdorff**

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there remains a need to not only define the contingent difference between knowledge management and organizational organizational or corporate memory

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organizational memory models and systems that are best suited to different tems are then addressed and illustrated using case Kransdorff (1998) coined the term corporate . for sharing knowledge and to inform decision- making. This study will look at OM contained in Organizational Memory to Improve Poor Deci-

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This was documented in his first book, Corporate Amnesia. In 2006 he wrote Corporate DNA: Using Organizational Memory to improve poor decision-making.

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Hamel (1994) and corporate memory by Annie (1999). Rose et al. (1998) the problems involved in the use of organizational memory. Then, we explored

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A collective corporate memory can permeate processes, Walsh and Ungson s framing of organizational memory, which includes individuals, culture,

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sharing activities and leads to the development of robust organizational memory Corporate DNA: Using organizational memory to improve poor

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1 Cost; 2 Knowledge management; 3 Organizational memory; 4 Capture knowledge management specialist Arnold Kransdorff in his 1998 book of the same name. DNA: Using Organizational Memory to improve poor decision- making',

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Organizational memory (OM) (sometimes called institutional or corporate . Arnold Kransdorff, Corporate DNA, Gower Publishing, 2006. Walsh DNA: Using Organizational Memory to improve poor decision-making', Gower Publishing 2006

### **Arnold kransdorff (author of corporate dna)**

Arnold Kransdorff is the author of Corporate DNA (3.00 avg rating, 2 ratings, 0 reviews, published 2006), Corporate Amnesia (2.50 avg rating,

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To date the management of organizational memory is an unformalized discipline, ^ Corporate DNA: Using Organizational Memory to improve poor decision-making ,

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### **Arnold kransdorff | linkedin**

View Arnold Kransdorff's (United Kingdom) professional profile on LinkedIn. The other is decision-making. Pencorp are specialists in advising how to capture organisational memory (OM) and then using it to help organisations " Corporate DNA, Using Organizational memory to improve poor decision-making"( Link).

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