

Knowledge society and strategic management: An integrative proposal

Sociedad del conocimiento y dirección estratégica: Una propuesta integradora

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This paper reviews basic aspects of the knowledge society and establishes a relationship between the requirements arising in this society and strategic management. A theoretical discussion describes the main characteristics of the knowledge society, reviewing the enterprise from a perspective based on knowledge, as well as its networks and interrelations. There is a short description of knowledge management together with a view of the state of the art regarding strategies, their design and implementation. An integrative model of strategic management is proposed, based on the economics of knowledge, its scope and implications. © 2007 Asociación Interciencia.