

15.598, Assignment 8

Our speaker will be **Rick Swanborg**, founder and CEO of ICEX, Inc.

Read:

1. Venkatraman & Henderson, "Real Strategies for Virtual Organizing", SMR, Fall 1998
2. Swanborg & Myers, "Intellectual Capital Management: Definition and Approach", ICEX, 1997

Investigate [www.ICEX.com](http://www.ICEX.com).

What is your view of the importance of "knowledge management" to business today? Put yourself in a particular role as a manager, either one you have held or one you would like to hold. What would be your interest and what potential and issues would you have about being a client of ICEX?