

# THE NEXT KNOW LEDGE WORK

MANAGING FOR  
NEW LEVELS OF  
VALUE CREATION  
AND INNOVATION

## SHORT DESCRIPTION

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The twentieth century brought a massive shift in the developed world, from national economies centered on industrial manufacturing to a global economy dominated by knowledge-based organizations. It's debatable that the practice of management ever caught up with the implications—yet now, a fresh wave of transformative change is upon us. Artificial intelligence tools are now automating many intellectually challenging tasks, remote work arrangements are distributing them, new platforms support collaborative innovation, new understandings of human psychology offer more meaning and motivation. We think Peter Drucker was right that “the most important contribution management needs to make in the 21st century is to increase the productivity of knowledge work and knowledge workers.” Now a quarter-century down the road, where do we see great management achieving that higher performance, and how? What lessons can we take away from the pioneers of the next knowledge work?