
The Knowing Doing Gap How Smart Companies Turn Knowledge Into Action

By Robert I Sutton

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assert that one of the most

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research is that knowledge that is

actually implemented is much more

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by doing than from learning by

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ability to turn knowledge" **the
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action their point we know a great deal are generally well trained yet despite all of our knowing we still are not doing what we know should be done in the words of t'

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