

Articulate a winning proposition

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Over the last few weeks we have looked at some of the issues and opportunities that Thailand faces as it moves towards becoming a creative economy - issues such as the empowerment of the individual worker, the introduction of knowledge management techniques in response to the need to provide working environments which foster creativity and innovation, and the impact that the culture of krengjai will have in shaping any proposed solutions.

[Read full article](#) by Niall Sinclair, Director of KM Initiatives (IKI-SEA)