Abstract
The fast growing demands of customers that face organizations are concerned with the acquisition of new customers. In this approach Knowledge has become a key source for organizations to improve the competitive advantage. Therefore, Knowledge Management (KM) is viewed as one of the most interesting options as it can produce competitive Advantage. Consequently, competitive advantage is essential for organizations performance in the process of emerging markets. Many organizations lost sight of competitive advantage to grow and compete with domestic and global competitors. Thus, many organizations try to gain it from managing Knowledge. This paper reviews process about knowledge and present suggestions for what a general process to improve customer knowledge acquisition should include based on analysis of various processes in the literature. The main emphasis is laid upon the concepts of identify source of customer knowledge and verifies the source of customer knowledge to develop the success customer knowledge acquisition. Therefore, this paper contributes to the process of developing customer knowledge acquisition process. The paper will describe a more valid process to achieve customer knowledge acquisition.