



## **Colabria® and Cisco Systems Announce Sponsorship, Collaboration for Value Networks and Value Network Analysis**

San Francisco, Calif. (PRWEB) February 15, 2006 -- Colabria®, the leading worldwide action/research network of the knowledge economy and Cisco Systems®, announce industry sponsorship, collaboration, events and leadership for value networks (VN) and value network analysis (VNA).

Value networks (VN) and value networks analysis (VNA) are new, superior methods for understanding, visualizing and leading in knowledge-based and network-centric business environments.

The first activity in this broad industry cooperative partnership is the 21st Century Knowledge Summit at UCLA Anderson School of Management on March 3, 2006.

[http://www.kmcluster.com/lax/LAX\\_Spring\\_2006.htm](http://www.kmcluster.com/lax/LAX_Spring_2006.htm)

Value networks are redefining business in the smartest firms. They provide the roadmap to their network-centric future. Value networks lead mastery of knowledge-based businesses and the knowledge economy.

Value networks and value network analysis are becoming commonplace in top global firms. Value networks drive improvements in resource utilization, productivity, innovation and sharply improved performance overall. Some top enterprise users of value networks are Cisco Systems, Boeing, HP, Chevron, Pac Bell, AT&T, Sun, Eli Lilly, Microsoft, Abbott Laboratories, Intel and Siemens.

Value networks are popular in diverse institutional settings such as the European Commission, Geneva-based NGOs, the Red Cross and global health organizations.

This event is sponsored by action/research participants. Value networks fundamentally expand and redefine the scope and importance of business networks. Cisco Systems <http://www.cisco.com/> is an enterprise sponsor.

Bestselling author and value networks pioneer Verna Allee will lead your conversations.

The action/research sessions are low-cost, practical and conversational. They are for executives, directors and practitioners having immediate needs for improved performance, greater effectiveness, faster innovation, customer delight and mastery of network-centric business.

### Pricing and Availability

Registration for 21st Century Knowledge at UCLA is open and available now. All are welcome. The event tuition, including the full-day learning experience, meals, refreshments, books, campus parking, materials, and registration, is \$299.00. At this low cost, there are no press passes, student discounts or other mark-downs. Secure online registration in advance required. Visit:

[http://www.kmcluster.com/lax/LAX\\_Spring\\_2006.htm](http://www.kmcluster.com/lax/LAX_Spring_2006.htm)

Contact:

John T Maloney  
Vice President  
Colabria  
1329 Taylor St.  
San Francisco, CA 94108 USA  
Tel: 415.902.9676  
Fax: 415.276.6074