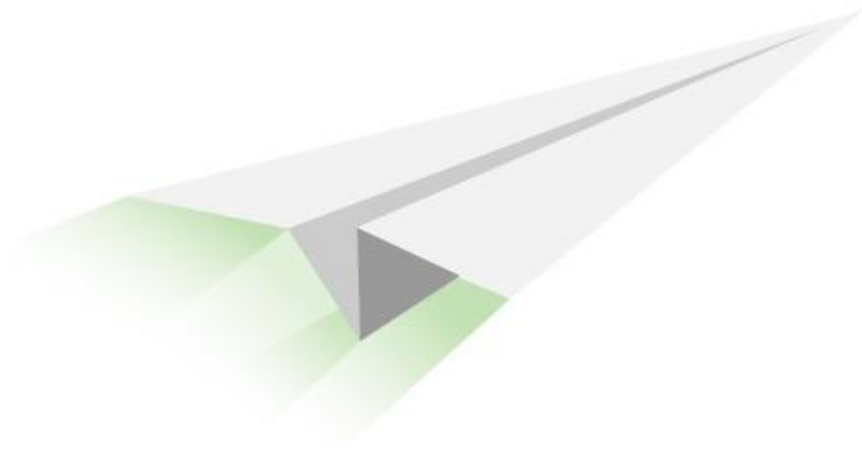


| June 2009 |

# 2Know

KM Newsletter



## ROM News

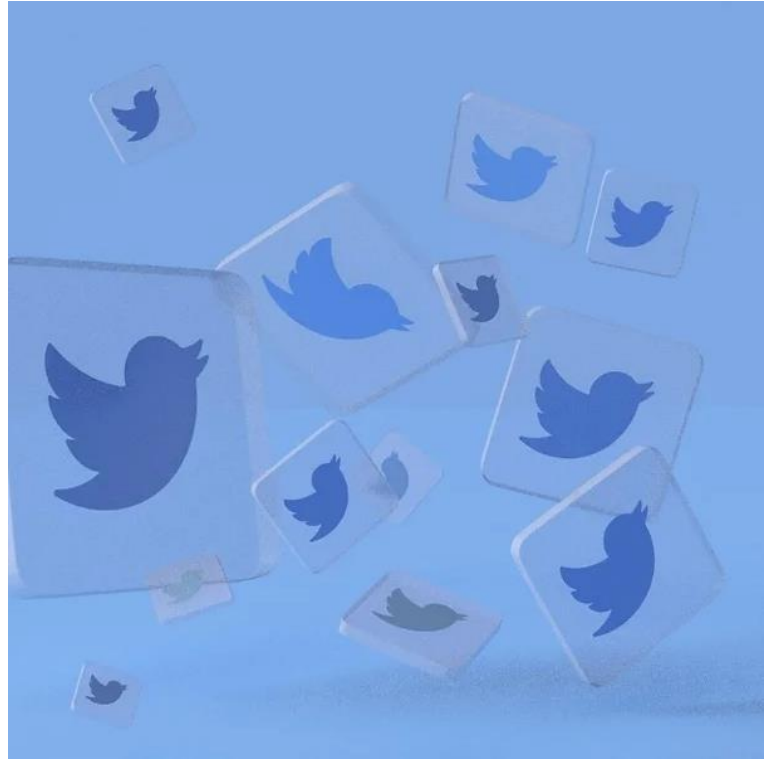


- 7 lessons for change - [Link](#)

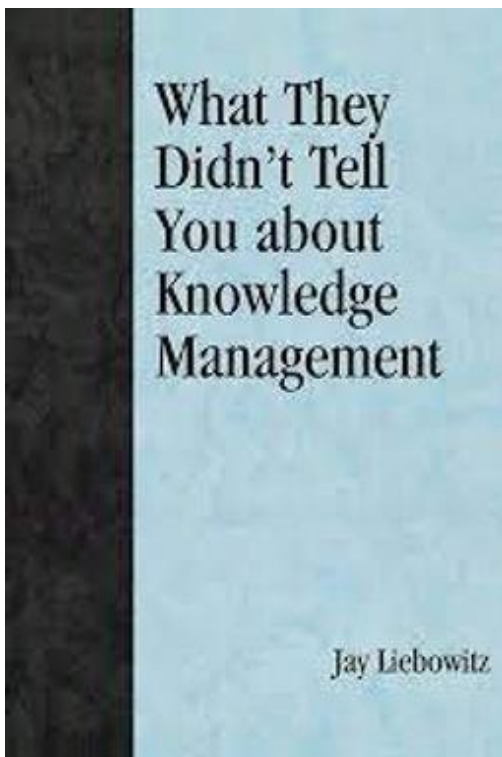
# 01

## Micro-blogging and Twitter

Micro-blogging, exemplified by Twitter, goes beyond blogs and social networks. Answering "What are you doing now?" in real-time, it redefines communication. Facebook and Microsoft contribute unique features. Beyond pastime, it holds practical potential for information exchange, embraced by commercial entities like Ernst and Young, Microsoft, and IBM.



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# 02

## What They Didn't Tell You About Knowledge Management - Book Review

Published in 2006, "What They Didn't Tell You About Knowledge Management" by Jay Liebowitz provides a practical overview of knowledge management. Drawing on his NASA experience, Liebowitz explores styles, solutions, officials' roles, organizational needs, implementation tips, and diverse measurement perspectives. He emphasizes customization and highlights the evolving role of technology in the field's future.