

| April 2019 |

2Know

KM Newsletter



ROM News

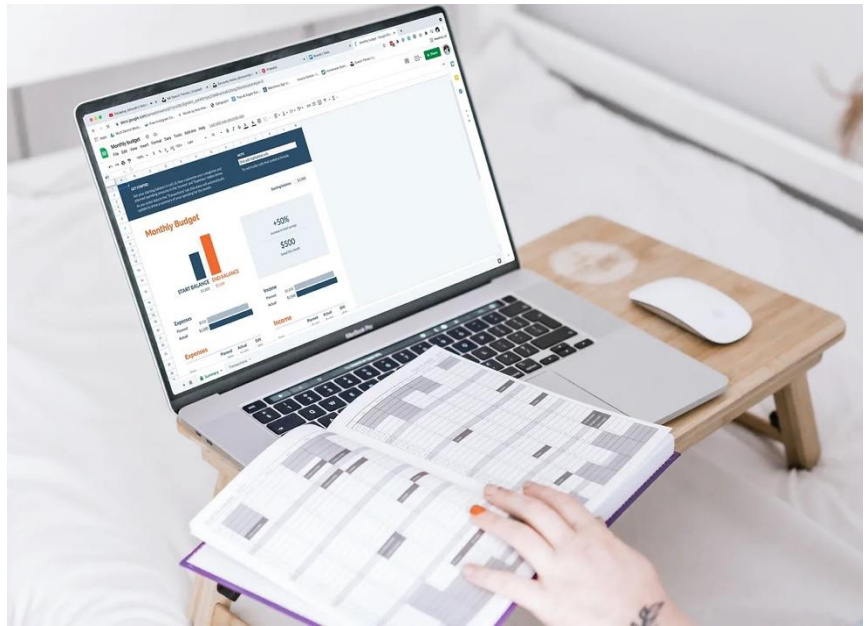


- How Knowledge Management Will Change With the Advent of Machine Learning and Cognitive Search – [Link](#)
- When Barry met Sammy - A Funny View of Human Resources and Knowledge Management - [Link](#)

01

One database for multiple target audiences

Shared knowledge databases and digital channels enhance customer satisfaction by providing quick access to information and efficient service processes.



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02

Internet Writing

Internet hyper-text technology revolutionized information consumption, leading to rapid, nonlinear reading habits and the need for concise, visually appealing content.



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03

Newsletters as an intra-organizational communication tool

Effective intra-organizational communication is crucial for data transfer, process assimilation, trust-building, crisis management, and organizational culture. Newsletters play a vital role in this communication, requiring attention-grabbing content, design, timing, and frequency.



[To full article](#)



[To full article](#)

04

Black Box Thinking - Book review

"Black Box Thinking" by Matthew Syed (2015) explores learning from failures in high-tech and aviation industries, contrasting them with fields like medicine and law. The book emphasizes failure as a foundation for innovation, highlighting individual and organizational obstacles, fostering a learning culture, intentional training, controlled experiments, and the universal applicability of its insights.