ROM
KNOWLEDGE MANAGEMENT
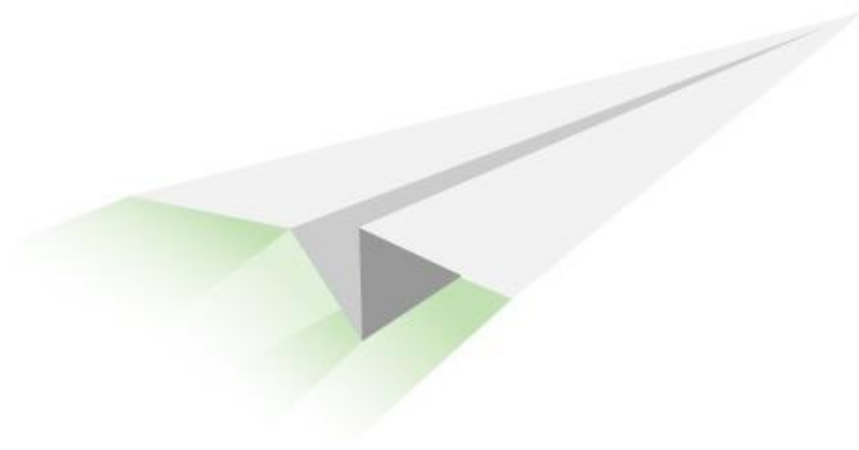### Driving Business Success

| July 2020 |

2Know
KM Newsletter

ROM News

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- CII global summit showcases leadership strategies for the knowledge edge in:
  - [Part 1](#)
  - [Part 2](#)
  - [Part 3](#)
- YOURSTORY - [Link](#)

01

Do you value your assets?

Data assets are vital and must be protected like other valuable assets. Cyberattacks targeting data can lead to financial losses and disrupt business operations. With remote work on the rise, businesses must stay vigilant against emerging hacking techniques.

To full article

02

Appropriate titles for increased exposure

In the digital world, exposure is crucial, and odd numbers in video titles attract attention.

To full article

03

Knowledge Management products

This article explores lesser-known Knowledge Management products including Atlassian, Attivio, Bloomfire, Broad vision, Coveo, Empolis Information Management, Fresh Desk, Safe Harbor, Zendesk, and SABIO GmbH, which offer various tools and services for organizing and managing knowledge within organizations. These products allow users to improve data accessibility, workflow automation, content analysis, and self-service support. Additionally, many of these companies offer free trials for users to explore and determine which product best suits their needs.
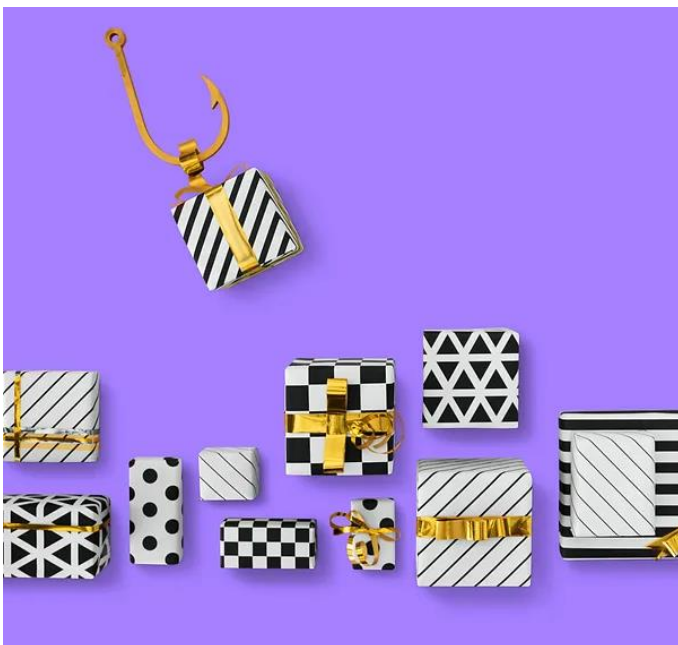

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04

Hooked - Book Review

Hooked: How to Build Habit-Forming Products is a book by Nir Eyal that presents a model that encourages users to form habits. The model is based on studies of user behavior and successful products and involves four steps: trigger, action, reward, and investment. The book emphasizes the importance of creating stimuli that link the user's needs to the supplier's advantage and of making products easy to use and rewarding. To create a successful habit-forming product, the company must analyze the user's needs and build a committed user base.

05

Artificial Intelligence - Book review

The book "Artificial Intelligence" by Harvard Business Review (2019) delves into AI's key aspects: definition, applications, guidelines for implementation, control, humanity's role, labor market impact, and future advancements. It emphasizes the need for timely AI adoption to ensure competitiveness and recommends human-AI collaboration for optimal results.

[To full article](#)