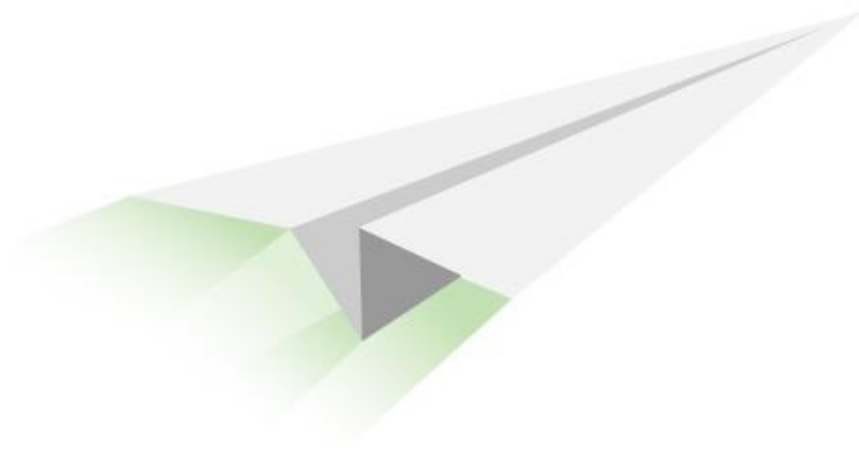


| August 2020 |

2Know

KM Newsletter



ROM News



- KNOWMAX - [Link](#)
- CASE STUDY: APPLIED TECHNICAL KNOWLEDGE MANAGEMENT AT DUSOBOX - [Link](#)

01

Positive attitude derived from KM methodologies

When facing work difficulties, it's easy to feel overwhelmed and respond with negativity. Instead, try Knowledge Management methods like process simplification, documenting work processes, and Agile progress to promote a positive approach. Every challenge is an opportunity for learning and development, so don't give up too easily.



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02

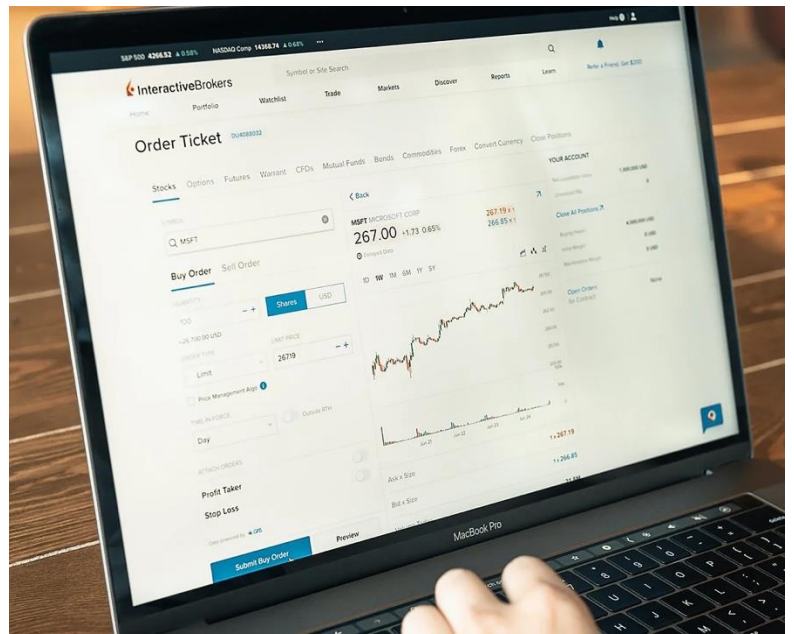
Estimated Reading Time Indicator

The Estimated Reading Time (ERT) indicator, which shows how long it will take to read an article, can improve user experience and engagement. ERT should be displayed on pages containing articles, stories, and reviews, but not on pages focused on selling products. The reading rate is measured in words per minute, and factors such as font type, size, and display affect reading time. Marc Armstrong, who posted the Twitter tag #longreads in 2009, popularized ERT. Amazon added an ERT feature to its mobile e-book reading app in 2011, and it became an integral part of online reading culture in 2013.

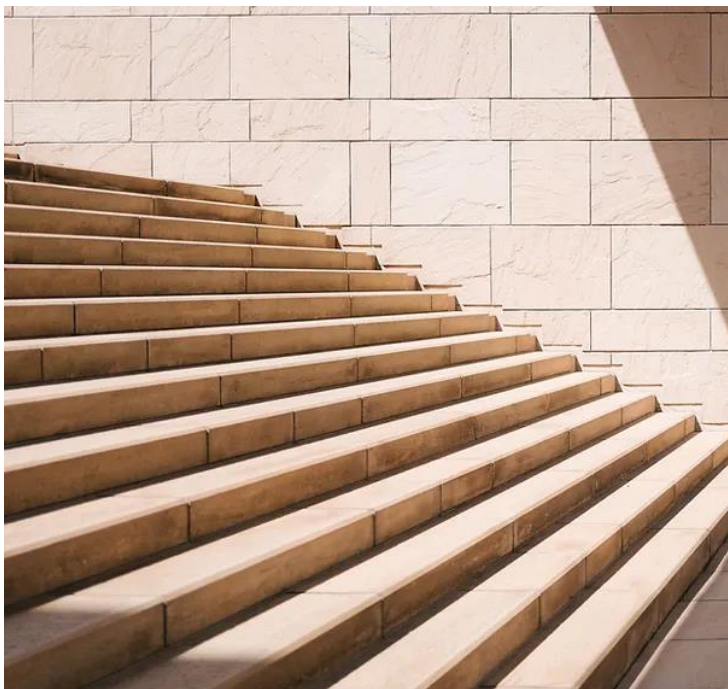
03

Knowledge bases addressing emergency and beyond

The Israeli economy has experienced a rapid shift from routine to emergency mode and back again, posing challenges for organizations providing services. During this time, organizations engaged in introspection and conversation to prepare for future emergencies. Knowledge and information were identified as crucial to service provision, particularly during emergencies, and technological solutions were implemented for remote communication. The crisis has presented new opportunities for creative solutions that may continue to benefit organizations in the future.



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04

REWORK - Book review

"REWORK" challenges conventional methods in running startups and companies. Authored by Jason Fried and David Heinemeier Hansson, the book offers a different managerial approach, urging readers to question established norms and consider unique paths to success in business development, work, marketing, and customer relations. The book encourages a balanced management style, building an independent and evolving organizational culture.