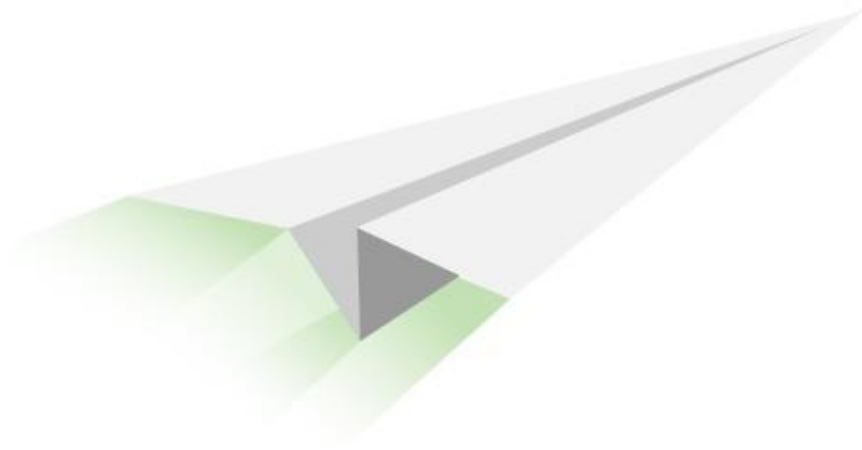


| August 2013 |

2Know

KM Newsletter



ROM News



- Rethinking Mobile Business Intelligence – [Link](#)
- BLU Lesson 1: How do you make people share by David Gurteen - [Link](#)

01

Focus Groups

Focus groups are a research tool that combines interviews and observations to collect diverse opinions and understand human behavior efficiently.



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02

E-learning

New generation workers lack time but seek knowledge. They embrace alternative learning methods like audio files, online research, and e-learning.

03

Designing Forms

Forms are often perceived as tedious and complex, but with proper design and planning, they can be user-friendly and efficient tools for communication and information collection.



[To full article](#)



[To full article](#)

04

Rationality, Fairness, Happiness - Book Review

"Rationality, Fairness, and Happiness" by Prof. Daniel Kahneman, edited by Maya Bar Hillel, explores biases in psychology, economics, and sciences. Despite its academic nature, it provides accessible insights into decision-making complexities, making it a recommended read for enthusiasts of counterintuitive thought processes.