

| March 2009 |

2Know

KM Newsletter



ROM News

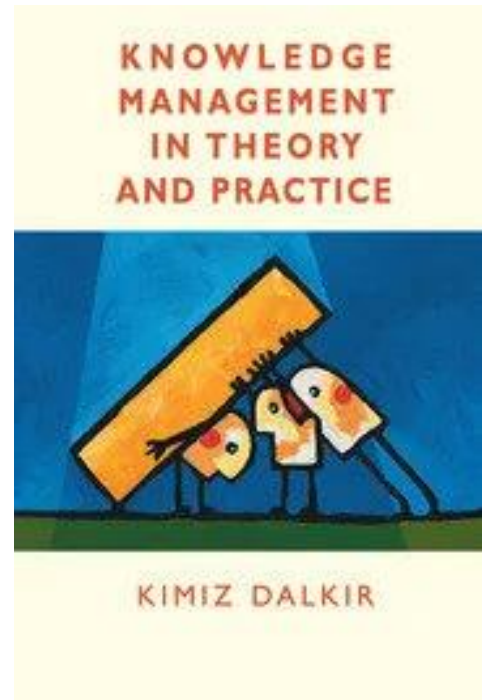


- Above and Beyond KM – [Link](#)
- Knowledge Management and SME Growth – [Link](#)
- What Might Go Wrong in Business Intelligence in 2009? - [Link](#)

01

Knowledge Management in Theory and Practice - Book Review

"Knowledge Management in Theory and Practice" by Kimiz Dalkir is a comprehensive guide covering theoretical and practical aspects of the field. It explores life cycles, models, technology, culture, and strategies. Despite a slight theoretical focus, it provides valuable insights into organizational knowledge management.



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02

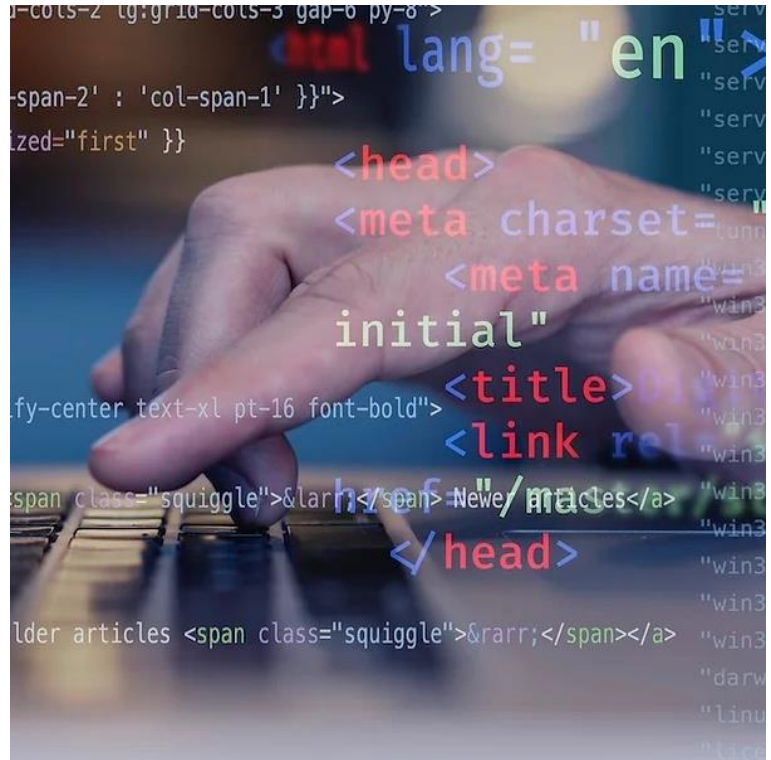
15 tips for a successful launch

Launching a Knowledge Management solution creatively involves "day in the life" scenarios, voice messages, fortune cookies, balloon arcs, ribbon-cutting, hourglass countdowns, launch photographs, picture collages, themed decorations, expressions of gratitude, surprise happenings, gifts, friendly competitions, and launch videos. Seek diverse ideas and good luck!

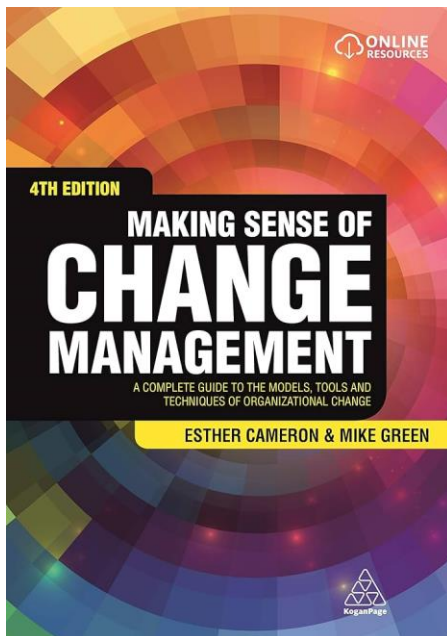
03

From Knowledge Management to Collaboration Management in the age of Web 2.0 and Generation Y

The text delves into the dynamic interplay between Knowledge Management and Web 2.0, emphasizing the impact of Generation Y on collaboration management. It traces the evolution from Web 1.0 to 2.0, explores the emergence of a "free economy," and advocates for adapting education and business models to the demands of the internet age, particularly in fostering collaboration skills essential for modern jobs.



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04

Making Sense of Change Management - Book review

This book on change management, authored by consultants Esther Cameron and Mike Green, offers diverse perspectives instead of rigid formulas. It explores change at individual, team, and organizational levels, addressing topics like leadership and cultural transformations. The summary provides a glimpse into the book, encouraging readers to explore the complete work for a deeper understanding.