ROM
KNOWLEDGE MANAGEMENT
Driving Business Success
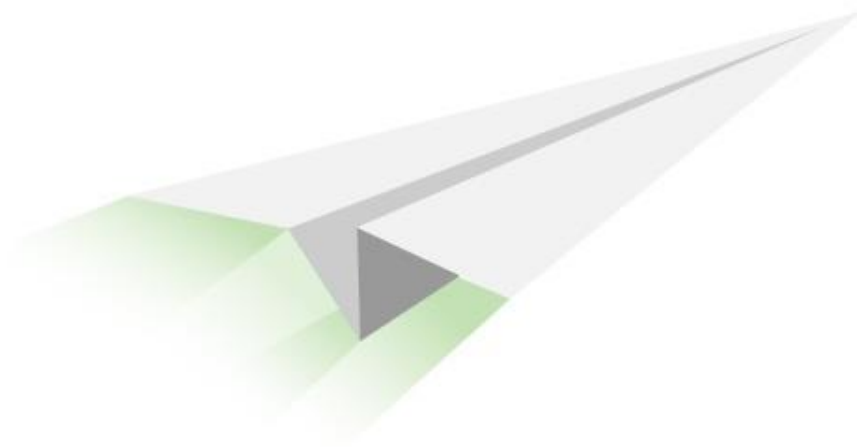
2Know
KM Newsletter

ROM News

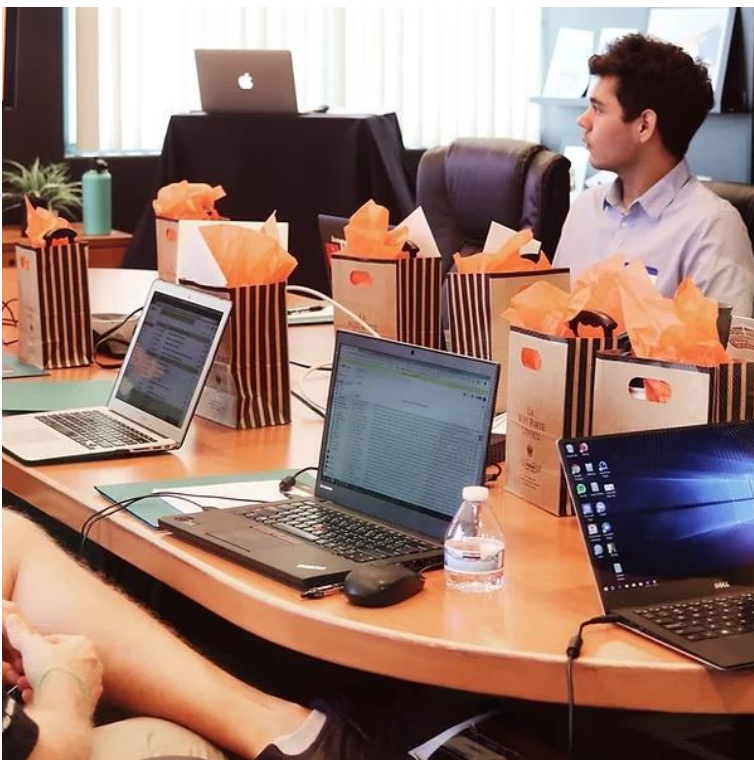- From Web Analytics & SEM To Business Intelligence - Link

01

Mega Menu

Mega Menus are a popular navigation solution, combining website maps and regular menus. They display main subjects with organized subsidiary subjects, providing simple and efficient navigation.

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02

Developing an organization's professional doctrine using human and computerized resources

Developing a professional doctrine within an organization involves a methodology based on knowledge creation models and socialization. It leads to improved performance and implementation of optimal conduct.
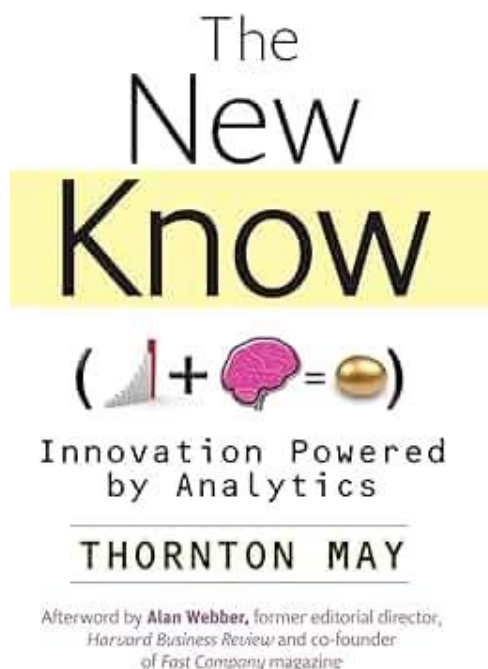
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03

Zen and the art of Knowledge Management

Knowledge Management and Zen Buddhism, seemingly unrelated, share commonalities in seeking understanding and tranquility. Both paths demand a robust foundation, fostering interconnectedness in individuals and organizations. Patience and ongoing investment are crucial for success in both. The ultimate aim is a state of balance and harmony, facilitating the effortless flow of knowledge and supporting organizational development.

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04

The New Know - Book Review

"The New Know: Innovation Powered by Analytics" (2009) by Thornton May and SAS transcends traditional book boundaries, emphasizing analytics in business and beyond. It covers the evolving business landscape, analytical analysis, strategic decision-making, and innovation facilitation. Despite a subjective tone, it offers valuable insights, recommended for those exploring analytics.

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05

Selecting a BI Consultant

Selecting a BI consultant involves ensuring they work cooperatively with employees, define roles by desired results, and bridge business needs with data requirements. Key qualities include strong technical, analytical, and interpersonal skills to interact with all organizational levels. Effective consultants enhance problem understanding, data presentation, and decision-making capabilities.

[To full article](#)