

| April 2014 |

# 2Know

KM Newsletter



## ROM News



- We Know More Than We Can Say: How to Use Tacit Knowledge - [Link](#)
- Rethinking Mobile Business Intelligence - [Link](#)

# 01

## The psychology behind using colors-what actually works?

Using color for purposes of marketing and sales enfold a combination of psychology and gut feelings. Does using a certain color really affect the customer's mood? Can use of color affect the customer's consuming habits and create a unique branding?



[To full article](#)

# 02

## Mobile BI

The use of mobile devices such as cellular phones and tablets has become an integral part of our daily routines. Our work routines are also slowly but surely being transferred from the office PCs to the world of mobile devices.



[To full article](#)

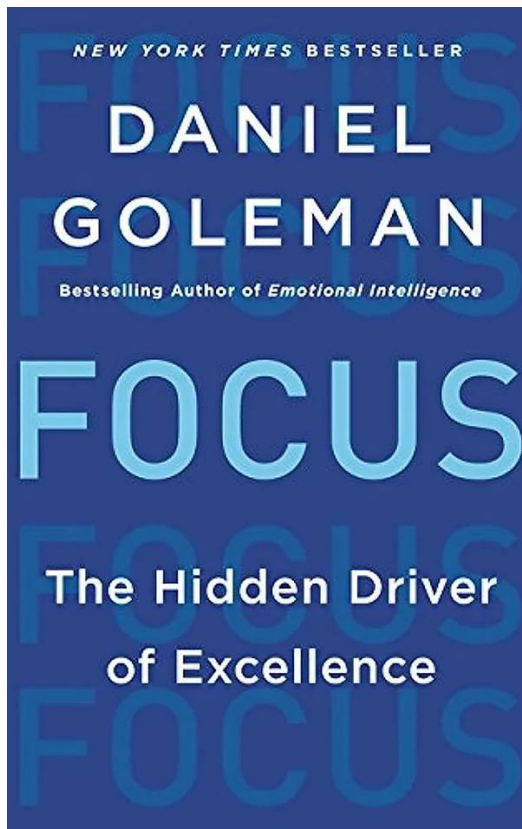
## 03

### The future of Knowledge Management is here- a new approach to Knowledge management

In a world in which everything is 'instant', so should the Knowledge Management be. If it's not quick and interesting, it's irrelevant!



[To full article](#)



[To full article](#)

## 04

### Focus - Book Review

Daniel Goleman, the renowned author, has written extensively on emotion and leadership. His 2013 book, "Focus: The Hidden Driver of Excellence," explores the relationship between emotion and attention, encompassing topics such as focus, the challenges of maintaining focus, mind wandering, self-awareness, self-control, empathy, and key takeaways. The book emphasizes the significance of self-awareness, self-control, and empathy in improving focus and offers practical strategies for enhancing attention and achieving success.