

| June 2018 |

2Know

KM Newsletter



ROM News



- 5 top challenges to digital transformation in the enterprise - [Link](#)

01

Team collaboration tools

Team collaboration tools facilitate communication, task allocation, and document sharing in collaborative projects. Examples such as Slack and Asana are examined, with limited Hebrew support. Organizations should select tools based on their specific requirements.



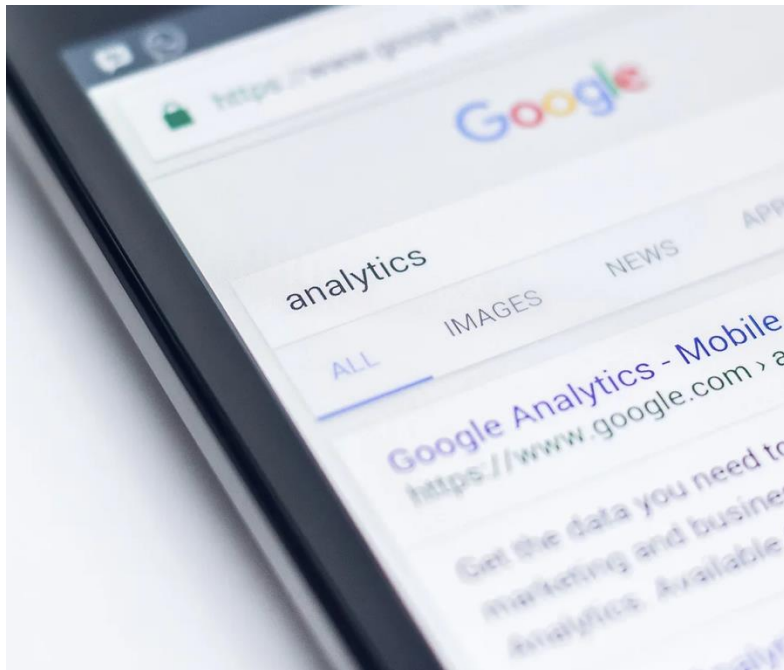
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02

SEO - Search Engine Optimization On optimizing search engines/promoting websites in search engines

Search Engine Optimization (SEO) aims to prioritize the most relevant search results and improve website rankings. SEO tools and knowledge are utilized for marketing purposes. Learning about SEO is in high demand as websites strive to enhance their visibility in search results. However, competition in this field is fierce.

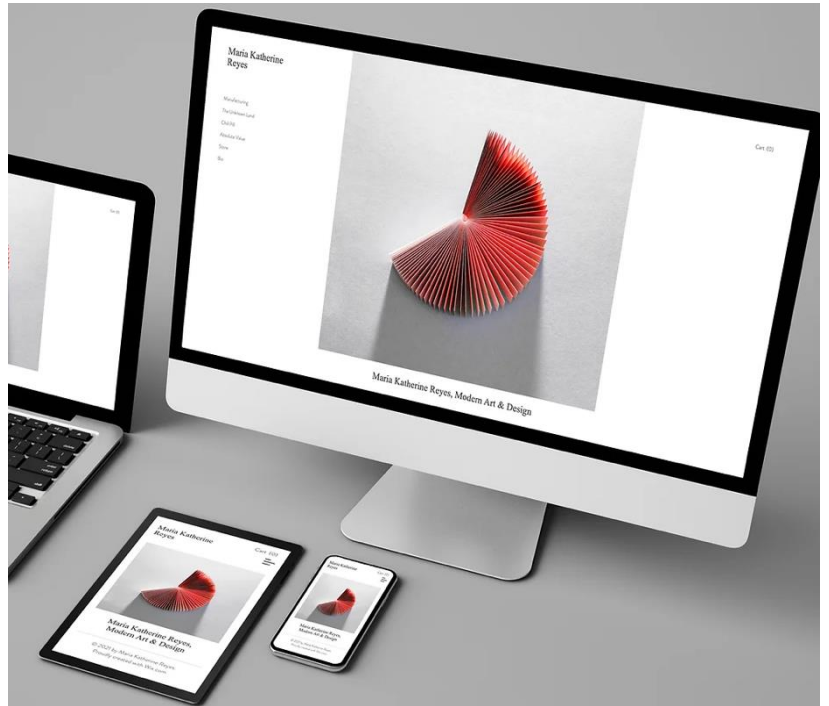
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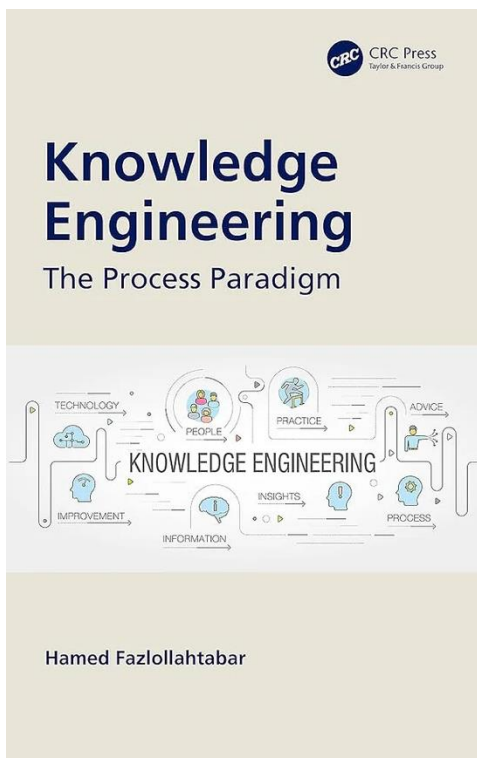
03

WEB Presence Management

Businesses today need a strong web presence to provide accurate and up-to-date information to customers. However, managing this presence requires active data management to avoid misinformation and inconsistencies.



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04

Knowledge Engineering - Book Review

"Knowledge Engineering: Process Paradigm" by Hamed Fazlollahtabar delves into knowledge management's impact on innovation, organizational learning, knowledge sharing, and preservation. It offers insights rooted in diverse organizational experiences, primarily from China, catering to both academic and business readers.