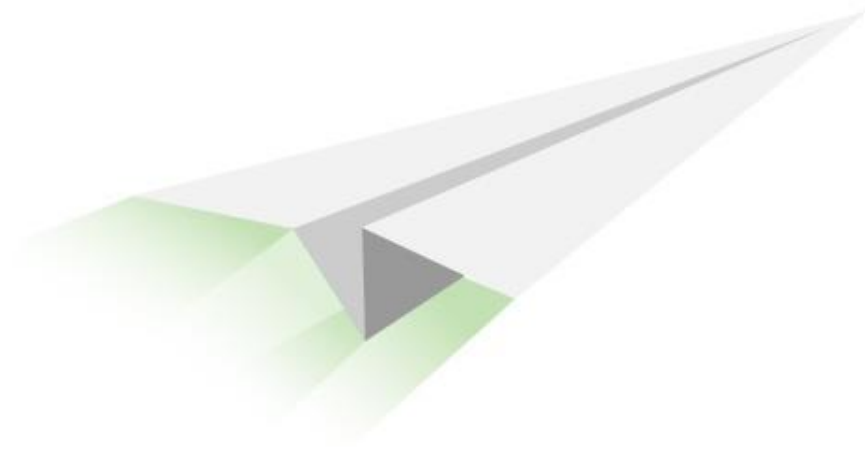


| November 2019 |

# 2Know

KM Newsletter



**ROM News**



# 01

## Video in the world of Knowledge Management

Video's influence in organizational communication has been widely researched. It surpasses email and text with higher exposure and personal appeal. Interactive segments enhance intra-organizational videos, while analytics aid audience targeting and evaluation. Resource requirements and organizational culture may pose challenges. Nevertheless, video remains vital for knowledge management, tutorials, and gratitude expressions, shaping organizational culture as technology advances.



[To full article](#)



# 02

## Resident cards: a case study of knowledge distribution

A mother of young children and social activist explores the benefits of resident cards in enhancing connection between municipalities and residents, providing real-time updates on events and discounts, and improving knowledge distribution, highlighting the importance of organizations using advanced digital channels to optimize knowledge distribution to customers.

[To full article](#)

## 03

### **Goulash and Knowledge Management: how to pass on your heritage**

The author recounts their trip to Budapest, where they unexpectedly discovered their Hungarian heritage through the scents and flavors of traditional dishes. This experience led the author to reflect on the concept of heritage and how it can be passed down from one generation to the next, including within organizations. The author provides tips for creating a legacy, including documenting goals, creating work routines, and passing on insights. The article concludes with a recipe for Hungarian goulash.



[To full article](#)



[To full article](#)

## 04

### **Everybody Lies - Book review**

"Everybody Lies: Big Data, New Data, and What the Internet Can Tell Us About Who We Really Are" (2017) by Seth Stephens-Davidowitz delves into the power of Big Data, exploring its essence, sources, potential, and limitations. It emphasizes utilizing data for insights and understanding human behavior, despite ethical and dimensional challenges. A compelling read for those fascinated by the evolving realm of data-driven knowledge.