

| September 2019 |

# 2Know

KM Newsletter



## ROM News



- Three Ways Knowledge Management Solutions Create Happy Employees and Customers – [Link](#)
- Why Knowledge Management Matters- European Commission Knowledge Week June 2018 – [Link](#)
- Think Clearly: The Lucidea Blog - [Link](#)

# 01

## Personal Adaptation in Knowledge Management

In Knowledge Management, "personalization" and "customization" have evolved. Personalization focuses on individual adaptations, while customization addresses group-specific adaptations. Expensive approaches were reduced. Now, personalization organizes content based on user preferences, retrieves personalized data, and manages personal databases. Technological advancements make personal adaptation more meaningful. "Personas" address collective adaptation.



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# 02

## Harvesting Hidden Wisdom: The Art of Knowledge Retention

In Harry Potter's magical world, Dumbledore shows how memory and knowledge intertwine. In our reality, retaining tacit knowledge is crucial. Tips include understanding context, methodological approach, prioritization, meaningful insights, trust, and structured documentation.

# 03

## Open Source Intelligence from a Knowledge Management perspective

Open Source Intelligence (OSINT) involves collecting and analyzing publicly available data for military, business, or political purposes. Filtering the vast amount of data can be challenging, but OSINT offers accessibility and cost-effectiveness. Human involvement is required for information filtering. OSINT applied to social networks accelerates knowledge and data processes.



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# 04

## The Undoing Project - Book review

"Michael's 2016 book, 'The Undoing Project,' weaves the intertwined stories of Tversky and Kahneman's transformative friendship and their groundbreaking behavioral economics theory. It also navigates Israel's development. The narrative explores biases shaping decision-making and their coined terms, shaping the field. The duo's theory laid the foundation for behavioral economics, impacting economics and policy."