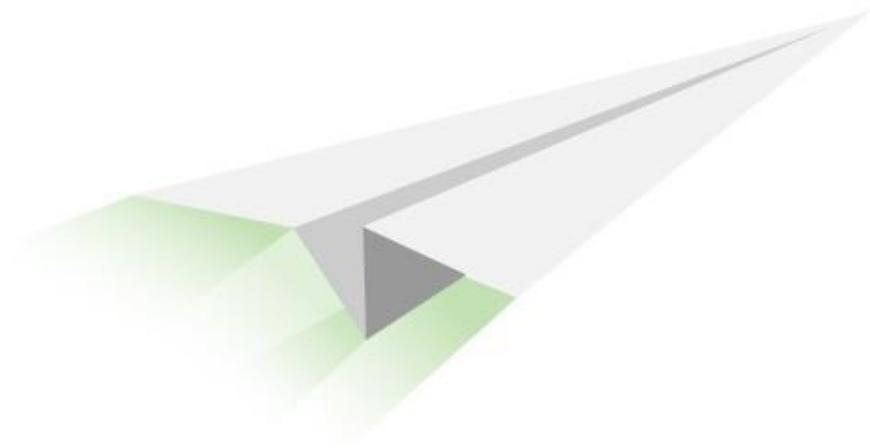




| January 2009 |

2Know

KM Newsletter



01

Knowledge development and innovation

Every organization values "knowledge development and innovation," but is it evident in implementation? ROM examined its practices, highlighting brainstorming, 2Know Magazine, and recent product launches as instances of innovation. They stress ongoing learning through unique methodologies and adapting to customer needs, fostering creativity. This commitment reflects ROM's vision to be the leading Knowledge Management company in Israel.



[To full article](#)



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02

Partnership

ROM values the journey as much as the destination. Their partnership model comprises internal collaboration, customer alignment, and societal engagement. Sharing knowledge through meetings, newsletters, and collaborative initiatives fosters a learning culture. ROM advocates for virtual and physical knowledge exchange, emphasizing partnerships with academia for mutual enrichment.