

| May 2015 |

# 2Know

KM Newsletter



## ROM News



- Designing a Successful KM Strategy - [Link](#)
- Intro to Knowledge Management Tools and Concepts - [Link](#)
- Why Knowledge Management Didn't Save General Motors - [Link](#)

# 01

## Responsive Sites

Creating a responsive website goes beyond technology; content presentation and user experience are crucial for success.



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# 02

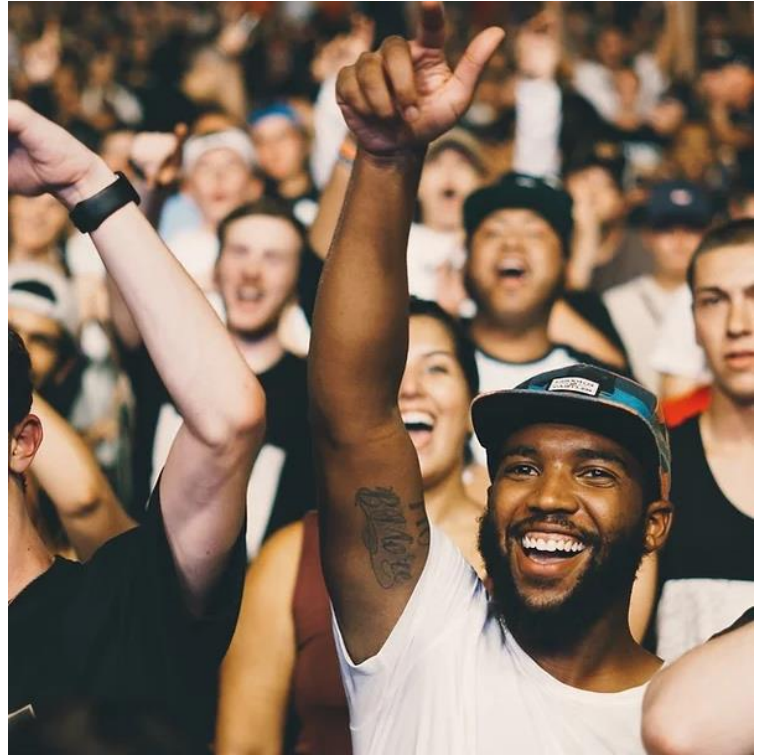
## Organizational compliance and the use of social media in organizations

Social media integration in knowledge management brings challenges. Organizational compliance can be addressed through awareness campaigns, terms of use, or enforcement tools.

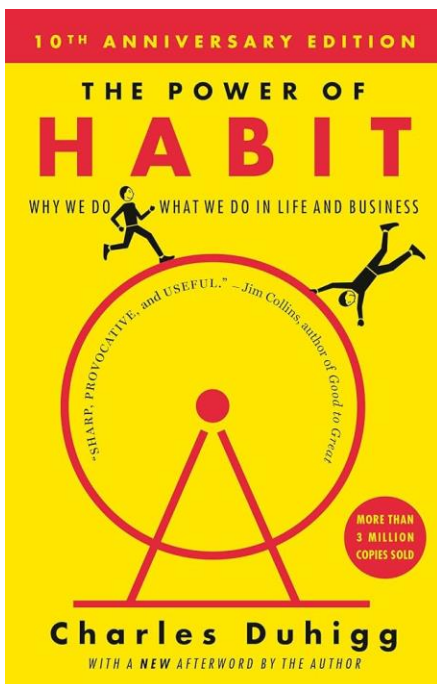
## 03

### Improving organizational performance by utilizing the Wisdom of the Crowd principle and Social media

Wisdom of the crowd refers to collective decision-making that can outperform experts. Social media tools facilitate this phenomenon, benefiting organizational performance.



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## 04

### The Power of Habit- Why we do what we do in life and business - Book review

The book describes changing habits on the individual level (me, you and she), the organizational level (Change Management) and the level of overall social changes. The book's motto is: although habits are embedded in our brains (i.e. create a nervous desire in our brain), they can be changed. The key to this is will power, a detailed understanding of the habit in its context, creating an alternative