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2Know

KM Newsletter



01

Implementing BI in an organizational environment

Business Intelligence (BI) offers advantages across various fields, including sales, communications, and medicine. Implementing a successful BI system requires strategic planning, management support, data quality, and addressing changing needs.



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02

Organizational blog

An organizational blog serves as a knowledge source, promotes business processes, positions bloggers as experts, fosters learning and conversation, retains organizational knowledge, and supports marketing and change management processes.

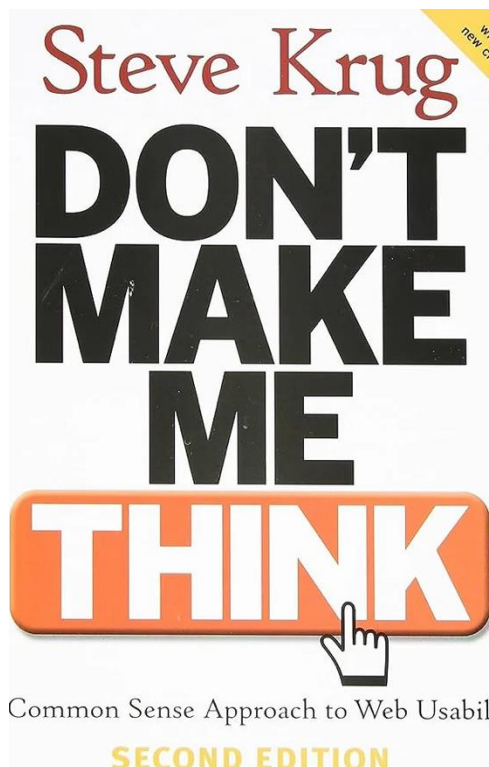
03

Email management with a smile

Email overload is a common challenge for organizations. Implementing process changes and fostering a cultural shift can improve email management, turning it into a valuable source of information.



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04

Don't Make Me Think - Book Review

"Don't Make Me Think" by Steve Krug (2006) emphasizes timeless usability principles for websites. Focusing on user-centric design, it covers key topics like simplicity in text, effective screen and window design, and strategic homepage elements. The book's enduring relevance makes it a valuable guide for creating intuitive and user-friendly online experiences.