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2Know

KM Newsletter



ROM News



- The new social learning Blog – [Link](#)
- Doing Knowledge Management Right - [Link](#)

01

Knowledge Management: from Prehistory to the Era of Artificial Knowledge

From history to the future: Efficient knowledge management demands effective information retrieval. Technology advancements tackle information overload, paving the way for artificial knowledge to push relevant data to users effortlessly.



[To full article](#)



02

Location Based Services

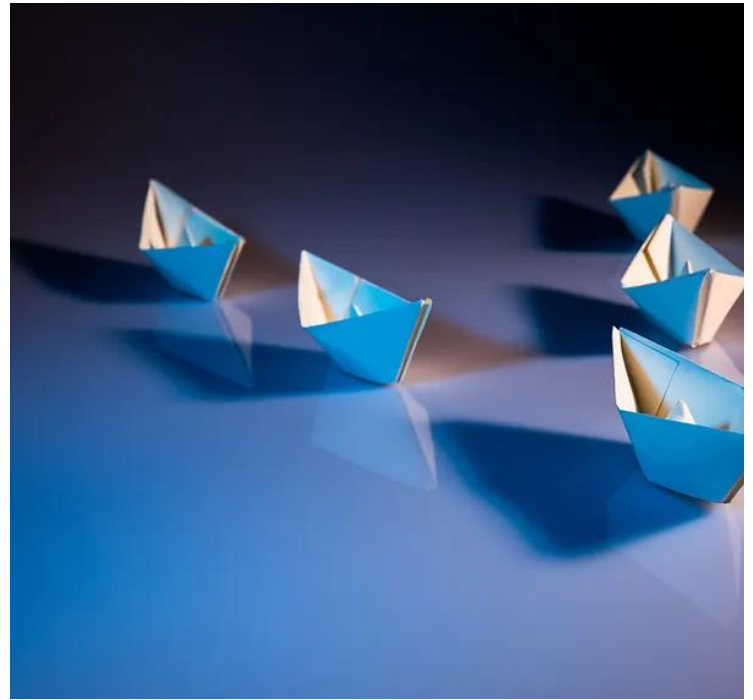
LBS leverages technology for personalized services and targeted ads based on users' locations. Examples: Waze, Yelp, Tinder. Future trends: user preferences, data analysis for tailored experiences.

[To full article](#)

03

Being a Successful Knowledge Leader - Book review

"Being a Successful Knowledge Leader" by Arthur Shelley, a prominent figure in Australian knowledge management, offers insights for knowledge practitioners. Tailored to knowledge managers, consultants, and client managers, the book covers career attributes, implementation approaches, tools, and holistic knowledge management. It emphasizes qualities like continuous learning, adaptive mindset, effective communication, collaboration, and leveraging weak ties networks. The book's practical guidance, case studies, and tools empower leaders to navigate the complex landscape of knowledge leadership effectively.



[To full article](#)