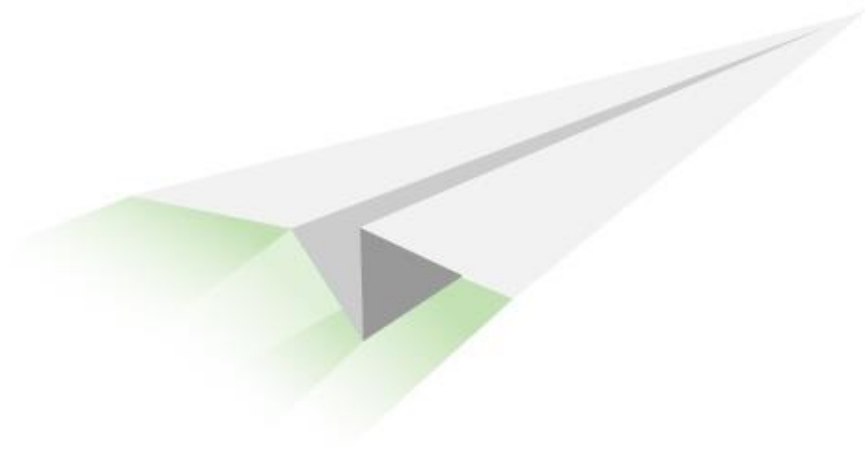


| September 2011 |

# 2Know

KM Newsletter



## ROM News



- WIKIPEDIA AS ONE OF THE MOST EFFECTIVE MANAGEMENT TOOLS - [Link](#)

# 01

## The Fall and Rise of UX

The text discusses the rise and challenges of the user experience (UX) field, advocating for UX designers to prioritize creating meaningful products over profits. It urges designers to be leaders, bridging businesses and customer needs through a human-centered, multidisciplinary approach focused on innovation and positive impact.



[To full article](#)



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# 02

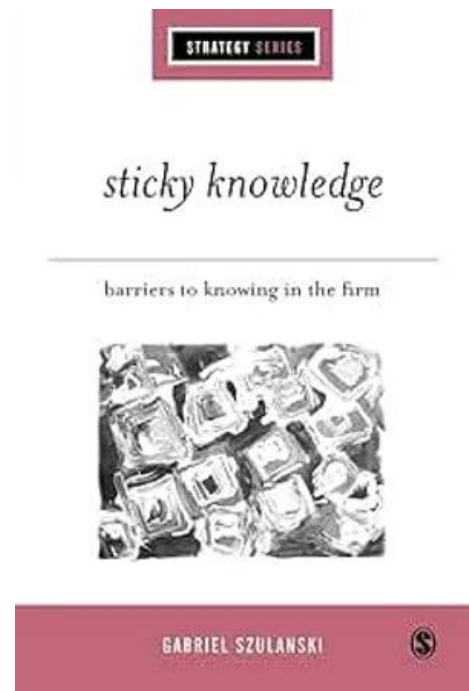
## 9 Ways to Improve BI in the Organization

The article outlines 9 ways to maximize BI investment value: tailored data displays, system integration, data-driven culture, data quality processes, operational improvement plans, KPI methodologies, alerts, user training, and enhanced analytical capabilities.

# 03

## Sticky Knowledge - Book Review

"Sticky Knowledge: Barriers to Knowing in the Firm" (2003) by Professor Gabriel Szulansky explores knowledge transfer challenges, drawing on research with companies like Xerox and AT&T. Despite its scholarly style, the enduring insights make it a valuable resource for understanding and addressing organizational knowledge transfer challenges.



[To full article](#)