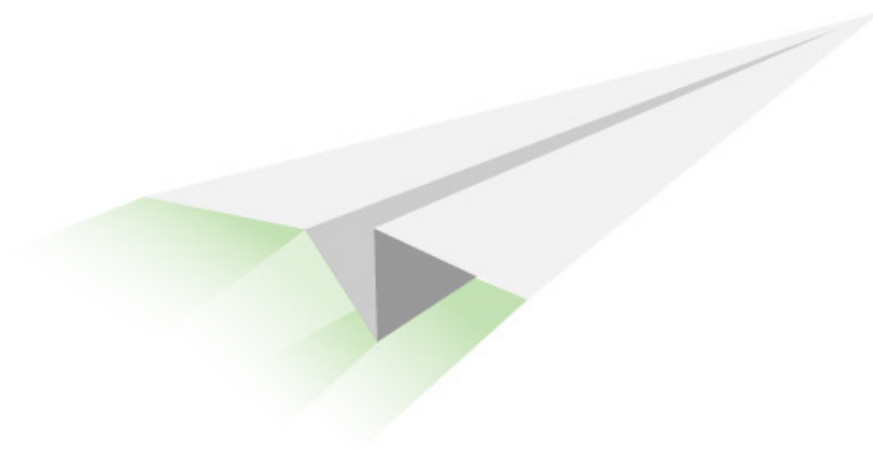


| October 2023 |

# 2Know

KM Newsletter



## ROM News



- In collaboration with KM software and organization leaders, ROM Global is leading a coalition to develop how to utilize generative AI, taking us to a new and better future. Few places left. Details on the coalition [Link](#). To check the option of joining contact [moria@kmrom.com](mailto:moria@kmrom.com)
- Preparations for the **KMGN KM Global Week** are well underway, with 16 countries expressing their intention to participate in this significant initiative that promotes awareness and desire for knowledge management (KM). Those who have not yet signed up and wish to join are requested to contact [moria@kmrom.com](mailto:moria@kmrom.com)
- ROM Global initiated a new service helping organizations in applying generative AI for business needs. The service is available in various countries including the UK, USA, Brazil, Spain, Israel and more. Join us in moving forward to Smart, Easy and Responsible Applied AI. For details- contact [moria@kmrom.com](mailto:moria@kmrom.com)

## ROM News (continued)



- Celebrating Knowledge Management's Impact on AI - [Link](#)
- On knowledge management, customer experience, artificial intelligence, learning and everything in between - [Link](#)
- International Conference on Government Knowledge Management - [Link](#)
- In Memoriam: Larry Prusak, A Luminary in Knowledge Management - [Link](#)

# 01

## NLP trends 2023

Natural Language Processing (NLP) is vital in AI, enabling human-computer communication. Its evolution centers on ChatGPT and LaMDA models. ChatGPT seeks context awareness, multilingual translation, and specialized industry models. LaMDA offers limitless question handling. Both promise enhanced support, expanding AI's role in knowledge management across industries and voice assistants. The future is filled with promise and potential.



[To full article](#)



[To full article](#)

# 02

## In the Festive Season Spirit: Exploring Art's Contribution to Knowledge Management

This article delves into art's unique role in organizational knowledge management, highlighting its power to foster innovation, express the subconscious, and enhance group dynamics. Creative techniques such as visual art, writing, and drama drive these insights and methodologies.

## 03

### Meet Bard by Google

Bard, an experimental AI, excels in diverse tasks with 540 billion parameters from PaLM. It integrates with Google products, encourages user verification, and acknowledges its imperfections. Challenges include data reliability and limited creativity. Nonetheless, Google is committed to improvement.



[To full article](#)

## 04

### Rethinking Competitive Advantage - Book review

The book "Rethinking Competitive Advantage" by Ram Charan and Gery Willigan (2021) explores digital transformation with six key principles. It emphasizes personalized customer experiences, digital platforms, ecosystem engagement, money generation, innovation through culture, and visionary leadership, with examples from leading companies. The book offers valuable insights for navigating the evolving digital landscape.



[To full article](#)