ROM
KNOWLEDGE MANAGEMENT
Driving Business Success

June 2025
2Know
KM Newsletter

We wanted to share 🎉, and also to ask 🙏
We welcome the Spotify channel to the ROM series of media channels:
🖥️Website: A comprehensive knowledge management database that includes about 1,000 articles, book reviews glossary, open resources, and more.
🎬YouTube: About 80 tutorials and KM case studies.
📎LinkedIn: Sharing thoughts and information related to knowledge management.
🏷️Newsletter: New Articles, sharing KM stories and best practices – Every Month.
🎧Spotify: 3 new channels that include case studies, the 2know newsletter and book reviews that interest knowledge managers.

And now for the request:
While the newsletters' episodes will start from the next issue onwards, we are launching a campaign to create a podcast from the 250 book summaries that already exist. We'd like to ask for your help in prioritizing the books that you would be happy to have added earlier. For a vote by June 7th,2025: here.

01

Meet Perplexity

While ChatGPT has become widely synonymous with Artificial Intelligence tools and is the focus of most media and social network...
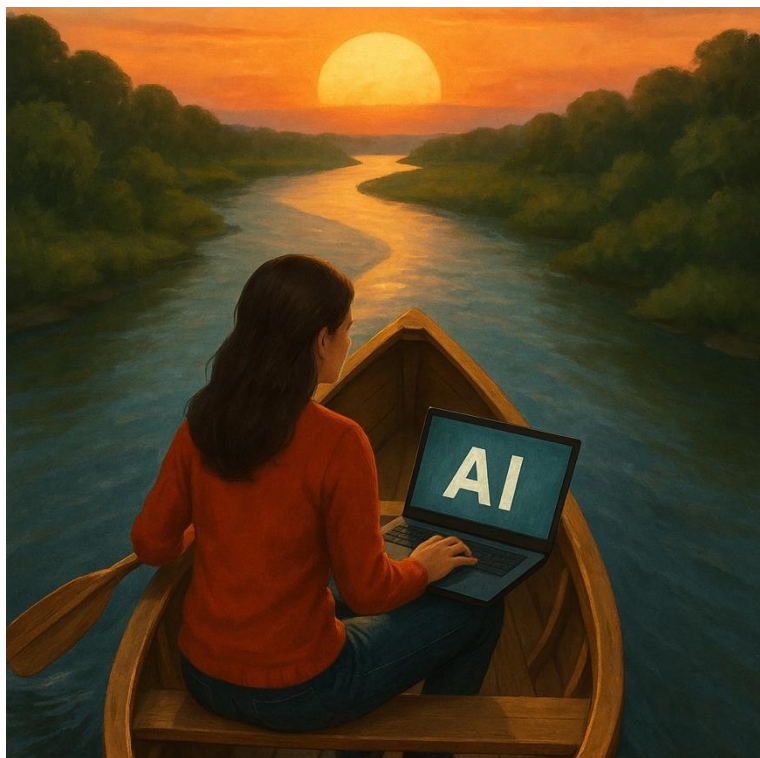

To full article

02

Navigating conversations with AI: the importance of human critical thinking

Conversing with Artificial Intelligence is like sailing on a calm river- the water carries you, but not always to the right place. The...

To full article

03

And You Shall Create - Book Review

Introduction The book "And You Shall Create" ("Vyatzarta" in Hebrew) was published in 2025 by a pair of authors - Rabbi Yuval Ohali, an...

[To full article](#)

Monthly Links

Video clip
Case Study of the Month
This month, ROM's featured case study spotlights **Dr. Alex Bennet**, widely recognized as the leading theoretician in Knowledge Management today.
Watch here.

Article
How Knowledge Mismanagement is Costing Your Company Millions
An article about the cost of not managing knowledge in organizations.

You don't have to agree with every detail or the quantified calculations, but this article is of great value due to its publication in the Harvard Business Review and its strong persuasive potential for senior executives, exactly what we need.
Read here.

New Advanced Course: GenAI in Action
Launching September 1st, ROM's 5-week virtual course:
"GenAI in Action – The Hands-On Advanced Course for Knowledge Managers"
📆 5 online sessions, Mondays, 4 hours each.
🎓 Learn how to apply Generative AI directly to KM practices.
👉 Register here.

Global Knowledge Management Week 2025
October 20–25 is Global KM Week! 🌐
Everyone is welcome to start planning events across **organizations, networks, and regions**. Let's make this a celebration of knowledge, together.