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Executive summary

I write this report with the main purpose of knowing and examining the knowledge and information management processes in organizations, dedicating myself exclusively to the popular company, Amazon.

Amazon is a multinational corporation based in the United States that specializes in online shopping and cloud platforms. The headquarters are in the American City of Seattle, in the state of Washington. It was one of the first big businesses to sell things online.

There are several models that can be used for knowledge management within organizations. However, there is a model that was most notable for me, called the Nonaka Model, which I will use for my report.

With this report I want to learn and understand if through the implementation of knowledge management within business organizations, if benefits can be obtained, if certain competitive advantages can be given in companies through knowledge of various aspects that were unknown to companies and if in the same way that other methods could be used to complement knowledge management.

In 1994, Amazon was created. Jeff Bezos, the company's founder, quit his job as a vice president at Wall Street firm DE Shaw & Co. and relocated to Seattle, where he started developing a business plan. The Amazon name is derived from the Amazon River, the world's longest river. The motto is From A to Z.

Knowledge management can be defined as the effort made by an organization to acquire, increase, organize, disseminate, distribute and share knowledge among all employees. In knowledge management we find fundamental points such as, the impacts of technology, of people and the exchange of knowledge. Companies need knowledge management because knowledge brings value to the organisation. It is no longer sufficient to rely on financial data to determine an organization's wealth; it is also important to consider intellectual capital, which distinguishes it from its competitors.

Knowledge always grows over time. It is necessary to know how to transmit it, to make the most of it. Currently, on Amazon, especially with the Covid-19 pandemic period, technological evolution and the appearance of digital tools have made it possible to create channels for the dissemination of knowledge in a and more efficient way.

Amazon took advantage of those resources and was able to implement a transmission and knowledge generation system that allowed them to improve their business processes, improve the skills of their collaborators and obtain greater benefits.

Evaluation of 3 knowledge management models

Kerschberg Model:

This model consists of defining the following:

- * Assist knowledge staff in ensuring the quality of data and information;
- * Assist in the conversion of data and information into knowledge;
- * Allow for effective metadata and information storage and retrieval;
- * Encourage the timely dissemination and distribution of information, as well as;
- * Encourage the adaptation of information presentation. The Kerschberg model highlights the influence of information technology and telecommunications.

Wiig Model:

Wiig's model is based on the idea that information must be structured in order to be useful and valuable.

They should be based on 5 basic processes: creation, capture, renewal, exchange and use of knowledge in all activities.

The use of ICT stands out in the knowledge distribution process.

Ikujiro Nonaka and Hirotaka Takeuchi Model:

Within an organization, this understanding is according to the distinction between implicit and explicit knowledge. These techniques promote the evolution of what makes sense in knowledge, operating simultaneously in three dimensions: the epistemological (oriented to knowledge), the ontological (as an extension of the organization), and the temporal.

In this model, the main function is to be able to transform tacit knowledge into explicit, formal, and systematic; which will bring the direct benefit of being able to communicate and share with the workers of the organization.

Knowledge management on Amazon is based on customer trust and the benefit of the organization.

Priority will always be given to the good quality and services to clients over competition. There's an explanation that a customer's dissatisfaction with the product or service he receives is widely publicised.

In the current pandemic situation, in its good quality management, Amazon achieved other objectives, such as improving the quality of the processes, thus achieving fewer losses, delays, and waste thanks to the cost savings in infrastructures that occur in online commerce models.

This gives a volume of sales, which also allows the organization to offer very competitive prices while maintaining a profit margin.

The formula has been made to please the customer, learning through the collective intelligence of purchase data and user opinions.

Amazon works to produce goods and services that make customers' lives easy. Amazon is committed to providing consumers with the best possible experiences, from Kindle and Amazon Go to Alexa and Prime, and to cultivating a culture of creativity among knowledge-based global employees.

Amazon's knowledge management strategy has several components that support knowledge management, seeking to integrate results and include different ways of visualizing and implementing knowledge.

The contribution to highlight of Amazon is the transfer of knowledge and its dissemination at all levels of the company. In this way, innovation and long-term thinking are guaranteed. It could be said that the sustainability of the company is based on knowledge.

With its techniques, Amazon has managed to get a selection of products and numerous external suppliers due to its low-cost structure, and excellent customer service. Achieve competitive advantage by taking advantage of information technology (IT) through its electronic commerce platform. Most importantly, Amazon enjoys brand recognition from consumers around the world, using the "Go Global and Act Local" strategy.

Customers are encouraged to share their experience by offering product reviews, customer order histories, and feedback based on past customer orders, all of which are handled by Amazon. Competitiveness is based on knowledge.

Amazon uses the Ikujiro Nonaka and Hirotaka Takeuchi Model in their knowledge management, they use consumer opinions as resources, which is tacit knowledge to transform into explicit knowledge.

Rather than holding information within the business, the company allows it to be shared with its customers. Information is not lost in this manner because the greater the number of clients an organisation has, the more knowledge it acquires, the product reviews, their portal system, and AMZ web service.

Amazon is based on four values: client obsession over rival companies' concentration, enthusiasm for invention, commitment to organisational excellence, and long-term thinking

Some of the areas that Amazon should improve would be:

To compete in other markets (such as Asia), their physical presence (their lack of physical presence restricts their ability to attract consumers for certain types of products), and local market conditions when implementing its global strategy, steps to reduce fraudulent sales, patented payment method using your its means of payment, offer more of its own brand.

Organizations should be concerned at all times about knowledge management, new technologies in recent year have favoured the management of knowledge in organizations in all aspects helping the current COVID-19 pandemic

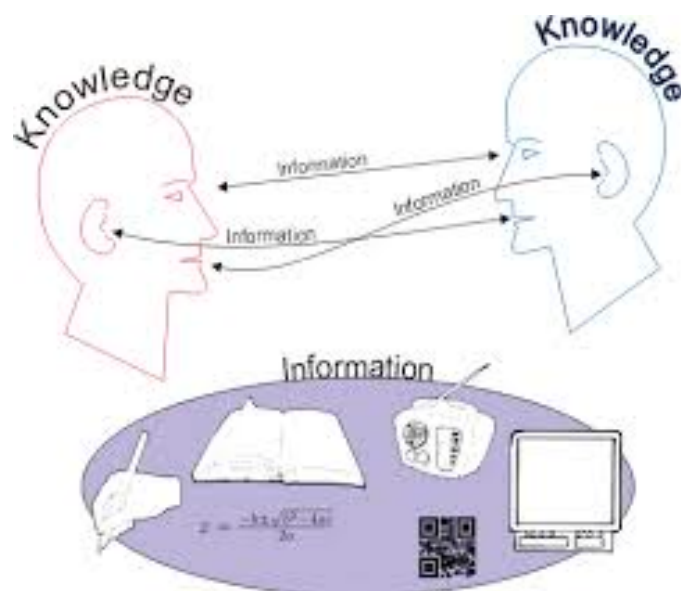


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Introduction

I write a report with the main purpose of knowing and examining the knowledge and information management processes in organizations, dedicating myself exclusively to the popular company in the world called Amazon.com

Amazon is a multinational corporation headquartered in Seattle, Washington, that specialises in electronic commerce and cloud computing services on a global scale. It was one of the first major corporations to sell products online. Knowledge management can be defined as the effort made by an organization to acquire, increase, organize, disseminate, distribute and share knowledge among all employees

In knowledge management, we find fundamental points such as the impacts of people, processes, and technology on the exchange of knowledge.

Many organizations are looking to increase revenue, profits, and retention of highly talented employees.

There are several models that can be used for knowledge management within organizations, however, there is a model that was most notable for me, called the Nonaka Model, which I will use for my report.

When implicit and explicit knowledge interact, there are four types of knowledge transfer, according to Nonaka and Takeuchi's model, a dynamic process that causes the creation of knowledge to develop through a continuous and cumulative cycle of generation, coding, and transfer of knowledge, the so-called knowledge creation spiral

With this model, I can understand that the implicit form speaks of knowledge found within people and that the explicit form speaks of knowledge that is expressed and transmitted to other people.

In addition, I was able to understand how the goals of the spiral progress from the implicit to the explicit and from the person to the collective, because the human being is characterised by his ability to make implicit representations explicit.

With this report, I want to learn and understand if through the implementation of knowledge management within business organizations if benefits can be obtained, if certain competitive advantages can be given in companies through knowledge of various aspects that were unknown to companies, and if in the same way that other methods could be used to complement knowledge management.

This report includes three parts: Knowledge and Information Management (concepts, importance, advantages), Evaluation of Knowledge and Information Management (models and theories), and Investigation of Knowledge Management Techniques used by Amazon(outcome and improve the challenges)

Knowledge and Information Management

As I said before, Amazon is an American e-commerce company.

Jeff Bezos, the company's founder, quit his job as chief executive of DE Shaw & Co., a Wall St company, and moved to Seattle, where he started developing a business plan. The Amazon name is taken from the Amazon River, the world's longest river. The motto is From A to Z.

Every day, over 2,000 people visited the website. A year later, it had multiplied them by 25. The company began as an online bookseller, but it quickly expanded to include: CDs, applications and game consoles, electronic devices, clothing, furniture, groceries, and other items. Bezos has a high ambition, a fresh vision: to build the world's largest store. *Daedamun (2003)* defines knowledge management as the creation, acquisition, retention, maintenance, use, and processing of old and new knowledge in order to provide each employee the information that they need at the right time and achieve the activity effectively. Knowledge management, from the conceptual point of view, has also been defined by *Rodríguez (2006)* as a collection of structured processes for organisational and/or personal growth (verification and capture of human capital; knowledge treatment, development, and sharing; and usage) competitive advantages for the organization and/or the individual.

Information: The word "information" refers to structured, organised, and processed data that is displayed in a context that makes it effective for the person seeking it. Raw facts and figures about people, places, or anything else expressed in the form of numbers, letters, or symbols are referred to as data.

Knowledge: It's really the condition of knowing something with comprehension, study, and experience. Put simply, knowledge denotes a solid theoretical or practical comprehension of an entity as well as the capacity to project it to a clear objective.

The structure is information, but the construction is knowledge. Data processing produces information, which is then further processed to produce knowledge. Companies need knowledge management because knowledge brings value to the organisation. It is no longer sufficient to rely on financial data to determine an organization's wealth, also makes it stand out from its competitors is important to consider the intellectual capital.

Knowledge always grows over time. It is necessary to know how to transmit it, to make the most of it. Currently, technological advancements and the availability of digital resources have enabled Amazon to create channels for the faster and more efficient dissemination of information, particularly during the COVID-19 pandemic. Amazon took advantage of these resources and was able to implement a transmission and knowledge generation system that allowed them to improve their business processes, improve the skills of their collaborators and obtain greater benefits.

Knowledge Management on Amazon is based on the trust of the client and the benefit of the organization

Priority will always be given to the quality of the goods and services over the customer and the competition. There is a good explanation for this: when a customer is dissatisfied with a product or service, it is easily noticed.

The issue is simple; everyone knows that negative news spreads rapidly, and the main result is that a company's image is tarnished, and businesses will easily lose market share.

Other goals of knowledge management include improving process quality and reducing losses, delays, and waste caused by rework. In short, knowledge management increases the productivity of the company.

Edward Deming, promoter of quality management, pointed out that between 15% and 40% of the total production cost of a product or service corresponds to expenses in errors and failures.

Joseph Moses Juran pointed out something similar: 40% of the resources of the companies are destined for the resolution of problems and errors.

In the current pandemic situation, in their quality knowledge management, Amazon achieved other objectives, such as improving the quality of the processes, thus achieving fewer losses, delays, and waste thanks to the cost savings in infrastructures that happen in online commerce models.

This gives a volume of sales, which also allows the organization to offer very competitive prices while maintaining a profit margin.

The formula has been to please the customer, learning through the collective intelligence of purchase data and user opinions.

Jeff Bezos, founder and leader, affirms that his fundamental base is the Prime Service that has more than 100 million subscribers. The main benefit of it is that customers will have free shipping in 24 hours for more than two million Prime products.

Their ambitions are to master warehouse automation, logistics, technology infrastructure, and cashless payment. Amazon is constantly looking for ways to integrate technology into logistics and transportation companies. As an example, they have immediate or Sunday deliveries.

The company has employees such as machine learning scientists, robotics, software, hardware experts, and aerospace engineers.

Amazon has begun to invest in the pharmacy and online health-care industries. Their developments also included collaborating with medical distributors.

Today, international sales on Amazon account for 40% of overall sales. Its globalisation began in Europe, a market close to that of the United States, but it is now concentrating on developing markets such as Asia and the Middle East.

Over the next decade, Amazon will spend billions of dollars to introduce its low-cost, wide-selection, and fast-delivery model to India, Australia, and Singapore, the three main markets.

Knowledge and Information Management Models

Kerschberg Model

A model of technological integration

The Kerschberg model highlights the influence of information technology and telecommunications. Individual knowledge is displayed with a projection for the company, formally acquired knowledge and professional training stand out, as well as the knowledge that can be documented and digitized to make it tangible to all members of the organization, which can come from members of the organization and its environment.

This model consists of:

- 1) Assist in ensuring the employees' access to high-quality knowledge, data, and information
- 2) Contribute to the transformation of data and information into knowledge
- 3) Allow efficient information storage and retrieval;
- 4) Promote information dissemination and delivery in a timely manner
- 5) Encourage the adaptation of information presentation

Karl Wiig Model

Wiig's model focuses on the following principle: for what knowledge to be useful and valuable it must be organized.

Organizations pursue different strategies to manage knowledge. It should be based on 5 basic processes: creation, capture, renewal, sharing, and use of knowledge in all activities.

In the Wiig model, knowledge and its management are visualized with a projection to the organizations in general, learning is more formal, knowledge explicitly documented, and comes from the organizational environment.

The use of TIC stands out in the knowledge distribution process.

WIIG denotes Knowledge Management's primary objective as an attempt to make the organisation smarter by promoting the development, collection, implementation, and 'use of quality knowledge. The WIIG Knowledge Managing cycle demonstrates how individuals and organisations build and use knowledge.

Internal and external information sources are used to build knowledge.

Retention of knowledge/adding information in a specific way

Intranets and knowledge management portals are utilised to exchange information. Knowledge application/work onboard as part of the operation.

WIIG emphasises the three requirements that must be met for an organization's operations to be effective.

The person must have a business (products/services) and clients.

It must be endowed with capital (people, budget, and facilities).

The person must be capable of acting.

Ikujiro Nonaka and Hirotaka Takeuchi Model

Nonaka and Takeuchi, as experts of Western culture, make a distinction between the West and Japan.

In the West, knowledge creation is a normally goal-oriented activity, analysing more or less static data sets. In Japan, it is configured around dynamic techniques. These techniques promote the evolution of what makes sense in knowledge, operating simultaneously in three dimensions: the epistemological (oriented to knowledge), the ontological (as an extension of the organization), and the temporal.

The process of acquiring tacit knowledge through the exchange of experiences through oral presentations, records, manuals, and traditions is known as socialisation. Without the use of words, a human being may learn implicit information from others. Via evaluation, repetition, and practise, students learn from their teachers.

Experience, according to the writers, is the key to gaining tacit information. Understanding another person's rationale is aided by shared experience as well as realistic preparation. Information sharing is the content provided by this mode.

Outsourcing is the method of translating tacit information into concrete concepts, which entails making difficult-to-communicate knowledge observable through the use of metaphors (concepts, theories, analogies, or models) and incorporating it into the organization's culture; it is a fundamental practice in the development of knowledge.

Blending is the method of generating explicit knowledge by gathering explicit knowledge from a variety of sources, such as telephone calls, meetings, and emails, and then categorising, comparing, and classifying it in databases.

Internalisation is a method of integrating explicit information into tacit knowledge, which analyses the experiences gained in bringing new knowledge into effect, and which takes the form of examples and is incorporated into the members' tacit knowledge bases. Work or mental-health-related activities.

Theory of the first model

In this model, the main function is to be able to transform tacit knowledge into explicit knowledge, formal and systematic; which will bring the direct benefit of being able to be easier to communicate and share with the workers of the organization.

This cycle is made up of a series of three stages:

Administrative Knowledge: This stage consists of the unification of knowledge and the discovery of the intellectual capital that there is within the organization, which has the objective of being able to determine what the current situation of the organization's intellectual capital is and thus be able to have a reference to where the organization wants to arrive

Information Management: It contemplates the task of collecting all the information, once the information is already collected, the task of analyzing and debugging the information.

Learning Management: Once the previous phases in which the information gathering and unification processes had to be carried out, a process is carried out in which everything previously obtained is transformed into tactical knowledge. In this way, knowledge and information can be attached to the learning characteristics of the company culture, which will lead to a feeling of continuous improvement.

<i>Model</i>	<i>Context and Performer</i>	<i>Knowledge Type</i>	<i>Organizational Culture</i>
Wiig	1) Organisations in General a) Members of the Organization b) Experts	Conceptual Factual, Explanatory and Methodo- logical	Open to Learning
Nonaka y Takeuchi	1) Business a) Individuals b) Work teams	Tacit Explicit	Open to Collaborative Learning
Kershberg	1) Bussines a) Knowledge Engineers b) TIC user Experts c) Discussion Group	Tacit Explicit	Communicative Collaborative

The help that organizations can obtain using knowledge management models can be:

- *Improve strategies in the company.
- *Give greater efficiency and productivity with process optimization.
- *Strengthen teamwork
- *Get constant knowledge.
- *Accelerate employee learning by defining a training plan for new talents.
- *Simplify decision-making with standard processes and easy access to information.

These models are guidelines that can serve as a reference to improve the use of knowledge and make the best use of it. Everything will depend on the reality of each organization and even the particularities of each of its departments.

For example, some models that make strong use of ICT, or models such as that of Nonaka and Takeuchi highlight the human factor as the main one. The important thing in this analysis is to complement approaches such as, for example, the personal or objectivity to understanding knowledge, the organizational and economic approaches to understanding the management of knowledge, and the use of ICT with the adequate management of human talent and the organizational climate as necessary elements to start a knowledge management process. Finally, all the theoretical analysis can serve as the basis for future research aimed at the analysis of business practice (industrial or services) in the context of knowledge by demonstrating the validity and adaptability of the presented concepts and models



Knowledge and Information Management Models used by Amazon

Customers are encouraged to share their experience by offering product reviews, customer order histories, and feedback based on past customer orders, all of which are handled by Amazon. Competitiveness is based on knowledge. Since it is more effective and creative, Amazon is focused on customer awareness. Amazon executives are well aware that their consumers are more educated than they can think.

Rather than holding information within the business, the company allows it to be shared with its customers. Awareness is not lost in this manner because the more clients a business has, the more knowledge it acquires. Amazon uses the technique Ikujiro Nonaka and Hirotaka Takeuchi Model in its knowledge management. They use as resources the opinions of consumers, which is tacit knowledge to transform into explicit knowledge.

Product reviews, their portal system, and AMZ web service are all critical for the company.

Amazon is determined by four values: buyer obsession rather than competitive focus, a devotion to invention, a commitment to quality management, and long-term thinking. Amazon's mission is to be the most customer-centric organisation on the planet, and its vision is "shipment Zero," which aims to make all shipments carbon-neutral by 2030.

Amazon Knowledge Management Models

Amazon implements several strategies for its knowledge management. Among them are:

Internships are 12-week programs where interns work in small groups on software development projects with their teams, companies, and clients. As a group, with the support of their mentors and managers, these interns have the opportunity to collect requirements, design, build and implement their projects during 12 weeks at Amazon.

The Amazon Future Engineer program started in 2016. The program started as a great idea to increase access to computer science education.

Supporting their vision and making all Amazon shipments zero carbon has involved major changes and rethinking the business, with improvements in electric vehicles, aviation biofuels, reusable packaging and renewable energy, among others.

From the Kindle to Amazon Prime, Amazon strives to build goods and services that make customers' lives easier. Amazon is committed to providing consumers with the best possible experiences, cultivating a culture of creativity among knowledge-based employees. Go to Alexa and Prime.

According to the above, Amazon's knowledge management strategy has several components that support knowledge management, seeking to integrate results and including different ways of visualizing and implementing knowledge. The contribution to highlight of Amazon is the transfer of knowledge and its dissemination at all levels of the company. In this way, it guarantees innovation and long-term thinking. It could be said that the sustainability of the company is based on knowledge.

Amazon, the world's largest e-commerce company, is transforming the American economy, with a formula based on cost savings in infrastructure typical of online commerce models.

This formula allows for a high volume of sales, which is aided by the company's pioneering status in the industry, allowing it to deliver very competitive pricing while retaining a reasonable profit margin.

Furthermore, because of their scale, they are able to negotiate very favourable terms with wholesalers and suppliers, as well as reach agreements with retailers and authors to place their goods on the world's largest global sales showcase, the Amazon.COM website, in a user-friendly atmosphere.

Amazon's industry, like that of other multinationals, is built on a globalised, segmented, and vertically integrated economy.

The distribution advantage is the competitive advantage in the analogue space. Any link to recommendation systems on social networks is considered one more point of marketing and selling of their goods in the digital sense, since it is validated that the increasingly relevant public opinion is based on what other users do.

Recommendations on social networks are more popular than those generated by critics via traditional distribution channels such as the press, television, or radio. In short, from the beginning, the formula has been to please the customer, enriching their experience through the collective intelligence provided by the purchase data and the opinions of other users.

Despite its rapid growth during its first 20 years, the maturing company faces challenges that will determine whether it can stay on top or start to decline.

Amazon will seize several opportunities in emerging markets and ensure that its global warehousing chain provides significant value to its shareholders.

Using the company's information management methods, the company has achieved that:

With its low-cost structure, the largest selection of products, and many external vendors. Amazon is the world's biggest online retailer. 2017, the company completely dominated e-commerce.

Amazon is involved in three major industries. Amazon also includes Amazon Prime, Amazon Web Services, and Amazon Marketplace. All three services complement one another and produce revenue. Excellent Customer Support- Amazon customer support is simply excellent.

Amazon gains its competitive advantage by leveraging information technology (IT) through its e-commerce platform.

Logistics: Through the use of superior logistics and distribution systems

Most importantly, one of Amazon's key benefits is that it enjoys brand recognition from consumers around the world.

Its strategy implemented is the Go global, Act local.

Amazon's business model should be improved, since it is very easy to replicate.

For example, other businesses could easily build a website that offers a wide range of items.

Take measures to reduce fraudulent sales: Amazon's continuing selling of counterfeit products is another problem. This provides the corporation with an opportunity to develop its operational practises and technologies to combat fraudulent sales.

In addition, the business must operate in other markets.

One of the most serious challenges to Amazon's growth is the increasing concern about online shopping as a result of identity fraud and data breaches.

Amazon must ensure strict counter-measures against attacks on its operations by stepping up its network security efforts.

Amazon's business model is quickly imitated, posing a threat to imitation. This threat could be materialised by a corporation with ample resources, reducing Amazon's market share.

Furthermore, the industry has a low barrier to entry, which means more competition, price wars, decreased margins, and losses, all of which can be detrimental to the industry's long-term viability.

Amazon has a chance to expand into emerging markets. This measure would help Amazon develop a foothold in those markets ahead of other large corporations. It would be a great advantage for the company. Amazon needs to improve its physical presence

The lack of a retail presence by Amazon restricts its ability to draw buyers for some items that are easier to sell in physical stores than in online stores.

Amazon will achieve even more success by diversifying their company into new markets. The business could expand faster in Asian markets than in other regions, but it must concentrate on the needs of its customers in those markets.

Amazon will increase revenue by focusing on Asian markets and opening physical stores. Amazon seems to be doing something significant for its new grocery stores.

The company should diversify, however, to maximise your earnings and create new revenue streams.

In order to compete against major retailers with a significant physical presence, such as Walmart, the company also has the option of opening more physical stores.

Customers will be attracted to Amazon stores that are well-stocked and offer a wide range of items.

Open physical stores outside the United States: By doing so, Amazon will improve consumer interaction with the company, resulting in a larger number of loyal customers who can make repeat purchases.

Amazon faces several major threats to its online retail business.

Factors outside the company's control that have a negative impact on its success

Wide supermarket chains and independent stores compete aggressively: Amazon would have to contend with aggressive rivalry. Walmart and other large retailers are working to boost their online presence.

Local online retailers, who are more agile, pose a major threat to Amazon. This means that, when following its global plan, the organisation can not lose sight of local market conditions.

Amazon's aggressive pricing strategy has led several rivals to sue the company, claiming they compete unfairly.

Amazon is facing competition. In Asian markets, the number of competitors has increased.

Despite their smaller scale, local brands such as Alibaba and Flipkart pose a serious challenge. The E-Bay threat is also strong.

They need to work more on their profitability: The company's viability has been severely harmed as a result of working with almost zero profit margins. Amazon has been unable to make a substantial profit despite its massive sales figures.

They must control free shipping: Amazon provides free delivery to its customers, placing their margins at risk and putting them at risk of not being able to optimise their prices as a result of this policy.

Amazon's customer support seems to be unstoppable. This is where it seems to outperform the competition in terms of delivering on its promises. Amazon must maintain the legendary customer service it has developed.

Amazon will reduce competition by purchasing other e-commerce companies and using the acquired companies' advanced capabilities.

Proprietary payment method: By providing a proprietary payment method, Amazon has the potential to dramatically increase revenue, given that protection and privacy are two of the most common customer concerns.

This would increase the company's profit margins by enabling you to benefit from the convenience of using your own payment method.

Another option is to sell more of their own brand items rather than relying solely on their business partners' products.

Conclusion

Currently, The Organizations must worry about knowledge management, this is an intangible capital, in recent years it has been increasing within the opportunities, new technologies (it helped in the current COVID-19 pandemic for example), competition in the products, and better performance in the process.

This task is not easy, these changes produce mentality changes in the members of the organization as well as being able to integrate the information and knowledge that they have in mind, transforming them into technological tools, such as relational databases, to be able to make use of their searches solutions within the organization. Knowledge management achieves objectives such as improving the quality of processes, reducing losses, delays and waste due to re-processing. In short, knowledge management increases the productivity of the company.

It can only evolve if the information flows and is properly distributed within the organisation.

Useful skills and information are easily shared among workers, increasing the potential of creating new knowledge that leads to new applications, process or product changes, and new business models to pursue new opportunities.

Knowledge is the only attribute that develops and does not deteriorate with the time, but it can be lost with people if it is not shared. Information management is critical in large and small organisations.



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