Teddy Bears and Perfumes -

Advertising Information: Knowledge Management at its best
Introduction

- Market classifications
- Factors affecting markets
- Factors affecting knowledge management
- Future changes
Definitions

- Defining marketing
- Defining knowledge management
- Relationship between knowledge management and marketing
Market Classifications

- Consumer and industrial markets
- Goods and services
- Geography
Factors affecting markets

• Transport facilities
• Environmental concerns
• Prices
• General social and economic factors
Factors affecting knowledge management

• Group dynamics
• Technology
• Professional skills
• Facilities
• Organization structure
Future changes

• Knowledge managers -
  – ready for dramatic changes need to position services and activities carefully
  – Be aware of rapidity of change
  – Organizations rely more and more on KM to collect, interpret and add - value to the information needed to produce the product or service
Conclusions

• Discussed definition of KM and marketing
• Looked at relationship between KM and marketing
• Market classifications
• Factors affecting way the markets behave and way in which KM are able to operate
• Future changes
Conclusions

Whether marketing Teddy Bears to children at Christmas or highly prized perfumes to a select market, the keys to success must be:

Marketing the product

Can only be done through the skills of a finely honed knowledge management team