Teddy bears and perfumes: advertising information - knowledge management at its best!

Burke, ME

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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