



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 the of a finely
honed knowledge
management
team