

*Case 4*

### CASE STUDY QUESTIONS

1. What are the key business challenges facing companies in supporting their global marketing and expansion efforts? How is the AskMe knowledge management system helping to meet this challenge? Explain.
2. How can the AskMe system help to identify weaknesses in global business knowledge within the Department of Commerce?
3. What other global trade situations could the AskMe system provide information about? Provide some examples.

### REAL WORLD ACTIVITIES

1. Knowledge management is considered by many to be an essential element in gaining sustainable competitive advantage in today's marketplace. Using the Internet, see if you can find information on how organizations like the Department of Commerce are making use of knowledge management technologies. Start your investigation with the company that helped the DOC at [www.askmecorp.com](http://www.askmecorp.com).
2. Much of the knowledge in an organization takes the form of tacit knowledge—knowledge that is used regularly but not necessarily in a conscious fashion. An interesting exercise in tacit knowledge can be found on the Internet at [www.sveiby.com/Portals/0/articles/TacitTest.htm](http://www.sveiby.com/Portals/0/articles/TacitTest.htm). Take the test and then break into small groups with your classmates and discuss the outcome of the test. Do you think tacit knowledge can be captured? Discuss this with your classmates.