








Knowledge Management

(Verbesserung von Geschäftsprozessen)

Kundenwünsche
 Kundenstammdaten
 Produkterfahrung
 Kundenerfahrung
 Verkaufsargumente

	Describes a state or event. For example: "A person is in the need of knowledge, to solve a problem."
	Describes a function or an action. For example: "A person formulates a problem by writing a report."
	Describes a knowledge source. For example: The personal experience of a human being.
	Describes a placeholder for a system or concept. For example: The Internet.
	Describes a human being. For example: "The knowledge seeker"
	Describes a number of human beings. For example: "A meeting group"
	Describes an operator. For example: AND, OR, XOR, NOT

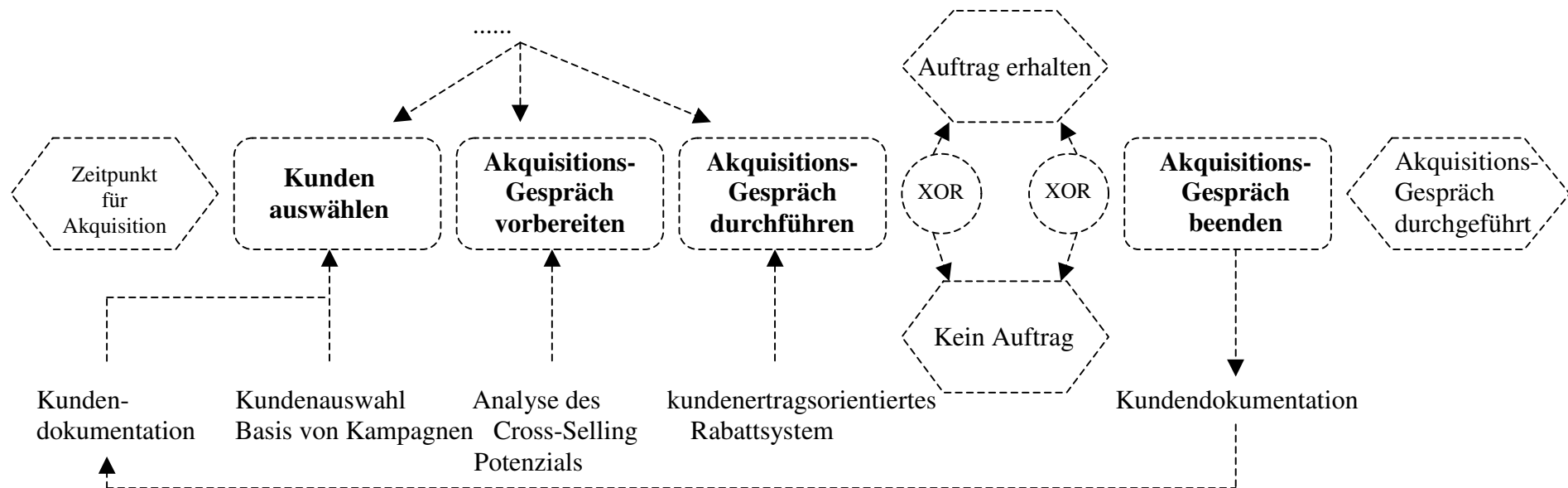


Bild 3: Data Mining zur Unterstützung von Knowledge Management-Prozessen

Quelle: NH Consult: Nugget Hunter® (Desktop Edition), September 2000, S. II-5