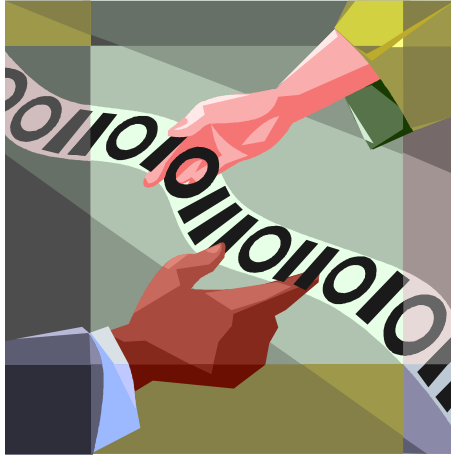


Creating a Common Understanding about Knowledge



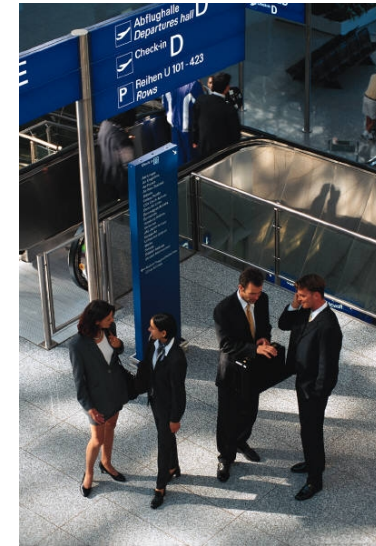
Data

“0930UA0010”



Information

**“United flight 0010
leaves
Toronto at 1345**



Knowledge

**“That flight is always
delayed and often
cancelled”**

Relationships and trust are required for knowledge transfer and re-use