

**Knowledge management** A variety of general and specific technologies for knowledge collection (e.g., data mining, text summarizing, the use of intelligent agents, and a variety of information retrieval methodologies), knowledge storage and retrieval (e.g., knowledge bases and information repositories), and knowledge dissemination and application (e.g., intranets and internets, groupware, decision support tools, and collaborative systems).

**Knowledge organization** An organization that creates, acquires, transfers, and retains information.

**Knowledge repository** A central locations of information on best practices

**Knowledge workers** Employees hired primarily for what they know.

**Knowledge base** A database that contains information about other data contained in the database. The data or information needn't reside in a traditional database management system to be considered a knowledge base.

**Lagging indicator** An outcome measurement.

**Leading indicator** A predictive measurement.

**Legacy system** An existing information system in which a company already has invested considerable time and money. Legacy systems usually present major integration problems when new, potentially incompatible systems are introduced.

**Localization** The process of adapting content to a particular country or region.

**Lost opportunity cost** The cost of not applying resources to toward an alternative investment.

**Loyalty** A positive inner feeling or emotional bond between a customer and a business or a brand. Loyalty can't be assessed directly but can be inferred from a customer's actions.

**Loyalty effect** The quantifiable behavior normally associated with loyalty, such as repeatedly transacting business with a particular retailer or web site.

**Machine learning** Software systems that operate through some degree of self-programming. Machine learning is an area of study in the field of artificial intelligence.