Personal Knowledge Management System. As you know the digital marketing industry is growing and changing everyday. There is so much to keep track of that it can be overwhelming. That said; I have provided a slide presentation and a few articles to assist you in creating your own Personal Knowledge Management (PKM) system. https://cultivatedmanagement.com/personal-knowledge-management-system/ https://www.linkedin.com/pulse/how-build-personal-knowledge-management-system-pkm-rob-lambert/ Read the following articles for ideas for creating your PKM. While some of the tools mentioned are not the most current, the strategy is still applicable. Development: How to Stay on Top of the Latest Marketing Trends (2012) http://mashable.com/2012/01/18/marketing-lifelong-learning/ The art of staying up to date (2012) http://www.smashingmagazine.com/2012/08/09/productivity-staying-up-to-date/ Create a Word document describing your Personal Knowledge Management system including any tools you desire. Explain how you will ensure your personal growth in the digital space by searching, retrieving, storing, aggregating or sharing knowledge.