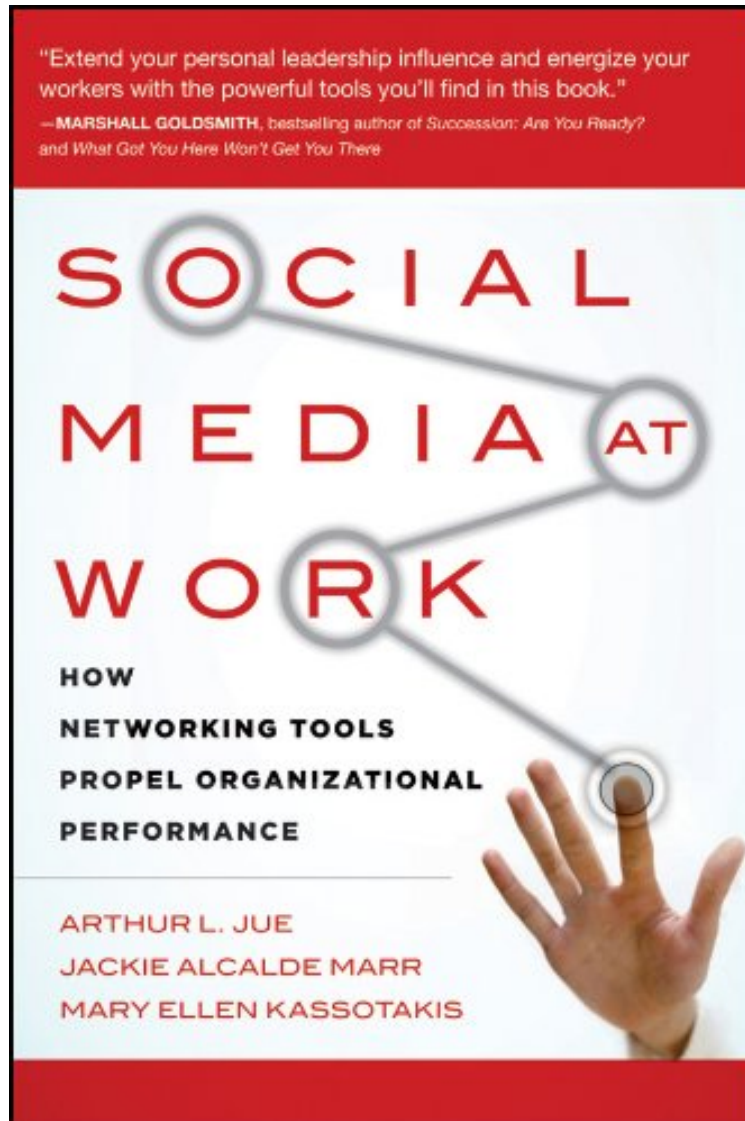


# Social Media at Work: How Networking Tools Propel Organizational Performance

Arthur L. Jue, Jackie Alcalde Marr, Mary Ellen Kassotakis  
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**Arthur L. Jue, Jackie Alcalde Marr, Mary Ellen Kassotakis : Social Media at Work: How Networking Tools Propel Organizational Performance** before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media at Work: How Networking Tools Propel Organizational Performance:

6 of 6 people found the following review helpful. Best Social Media Book out thereBy Sherry A. BenjaminsThank you for a great book on the evolving use of social media in our corporate settings. This was the most insightful, easy to digest, and practical discussion of what is happening in this space. I particularly valued the chapters on where social

media has impact, on Trail Blazers (great stories) and on the Future...what is next. This really brought it to light. There is so much noise in this arena and the authors here help us look at the bigger picture with plenty of specific examples. I have changed the way I think about social media in my consulting practice with clients. I have given this book to my clients and they have appreciated this for many have said, "where do I start?" I suggest you start here...read this book and share with your human capital leadership...and line leaders too!

3 of 3 people found the following review helpful. Great Overall intro to social media in the workplace By Dee Hagen I needed to get educated fast on what it means to have social media in the workplace, the benefits and how to implement a program. This was a great tutorial. I think this will be a reference I will continue to use post-implementation. Great, practical information with some good real-life examples.

2 of 2 people found the following review helpful. Social Media: A book for the rest of us By Susan B. Lewis Recently Arthur Jue was a guest speaker at a Milpitas Chamber event which I couldn't attend. I heard from members who attended and they just raved about how social media really made sense to them now and they want to take action. So, I bought 'the book' and finished it in two days. Easy to read and chocked full of real case studies on how social media has made a difference in the work place. This truly is for those who've been trying to figure out what all the buzz is about social media and how to use these tools to improve business performance and as a competitive advantage with clients/customers. A time worth spent absorbing all the great tips to propel an organization. Thank you, Susan B. Lewis On-Target Small Business Consulting[...]

The definitive guide for using social media to build more effective organizations Today's networking technologies-wikis, blogs, and social networking sites-are changing how we build professional relationships and work collaboratively. In this insightful book, three organizational development experts from Oracle Corporation offer executives down-to-earth strategies for leveraging the power of social media to build more effective and agile organizations, engage employees, and sustain competitiveness. Offers practical advice for using social media (wikis, blogs, and social networking sites) to increase organizational effectiveness Presents proven recommendations for building teams, accelerating learning, and fostering innovation by adopting social networking tools Shows how to tap into the power of social networks to improve organizational performance Demonstrates how social media will help organizations thrive for years to come by drawing on case studies from companies like Intel, Cisco, Nokia, and others

From the Inside Flap Today's networking technologies-wikis, blogs, and sites such as Facebook and Twitter-are rapidly transforming how we build professional relationships and work collaboratively. While social media is poised to significantly affect organizational performance, few managers know how to harness these technologies to create strategic advantage. In *Social Media at Work*, three organizational development experts from Oracle offer executives down-to-earth strategies for leveraging the power of social media to build more effective and agile organizations. Drawing from their practical experiences and from case studies of such innovative companies as Intel, Cisco, Nokia, and others, the authors provide recommendations for implementing social media to:

- Attract and retain the best employees
- Boost innovation and knowledge creation
- Develop talent
- Gain operational efficiencies
- Engage employees for greater productivity
- Sustain competitiveness

In addition, the authors offer suggestions for how to overcome or avoid costly mistakes when implementing social media at work. *Social Media at Work* is an invaluable resource for managers who want to capitalize on the energy and talent of their employees, improving their chances of thriving for years to come.

From the Back Cover "Extend your personal leadership influence and energize your workers with the powerful tools you'll find in this book." - Marshall Goldsmith, bestselling author of *Succession: Are You Ready?* and *What Got You Here Won't Get You There*

social media at work How Networking Tools propel Organizational Performance Arthur L. Jue Jackie Alcalde Marr Mary Ellen Kassotakis Praise for *Social Media at Work* "If your organization is still stuck in traditional modes of thinking, this book can help you gain new perspectives and spark new ideas for propelling your organization forward." - Tony Hsieh, CEO, Zappos.com "Herein lie the secrets of competition in the New Economy. Pay attention-this is an opportunity to move to the front of the pack." - David P. Norton, author, *The Balanced Scorecard*, and founder and director, Palladium Group, Inc. "Every business leader needs this insightful and detailed look at the future of social media in business. There is nothing else like this anywhere." - Brooks Fisher, vice president, Learning and Development, Intuit Inc. "Social media is one of the most-widely discussed yet poorly understood concepts among business executives today. *Social Media at Work* serves as a fantastic primer, bringing to life through vivid stories from leading organizations the myriad ways in which social media adds tangible value." - R.J. Heckman, CEO, PDI Ninth House "Arthur Jue, Jackie Alcalde Marr, and Mary Ellen Kassotakis transform a murky mystery into practical tools we can all use. All readers will come away with ideas for using social media to improve their organization." - Jack Zenger, CEO, Zenger Folkman, and coauthor, *The Inspiring Leader*

About the Author Suzanne Toren has recorded over nine hundred audiobooks. She has performed on Broadway and in regional theaters in works penned by Shakespeare, Moliere, and Arthur Miller. She has also appeared on Law Order and in various soap operas. She was awarded the Narrator of the Year Award for her audiobook recordings for the Library of Congress and has earned more than two dozen Earphones

Awards from AudioFile magazine.