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Nota di contenuto	chapter It's Now or Never -- chapter GREETER Community Employees Members ROLE -- NURTURER DIPLOMAT Mother Colin Theresa Powell -- chapter Step 3: Diagnose and Assess the Gaps -- chapter Tips for a Great Presentation and to Receive Plan Approval -- chapter SocialBusinessMaturityModel -- chapter Why Culture Is Important to Building a Social Business -- chapter Question 4: Which Philosophy Dominates Our Quality Strategies? -- chapter TYPESOFBUSINESSCULTURE -- chapter How Do We Change the Culture? -- chapter Rule 1: Let Employees Know It's Okay to Fail -- chapter INTERNAL COLLABORATION CROWDSOURCING CONNECTING -- chapter Requirement 7: Refocus Human Resources on Human Experience -- chapter Why Enterprises Need an Internal Social Business Strategy and

Social Platform -- chapter Organizational Benefits: A More Adaptive Workforce Benefits Consistent Over Time -- chapter Poor Technology Integration -- chapter The Culture Isn't Mature Enough to Support It -- chapter Build Incentives into the Social Initiatives -- chapter Who Is Involved with External Social Business? -- chapter Building the Digital Network Through Community -- chapter Your Digital Network Is Both a Map and a Garden -- chapter If Lehman Had Been a "Social Business" Could It Have Been Saved? -- chapter Old Way: Workplace = Fixed Location/Fixed Time -- chapter Analytics: Monitor, Measure, Adapt -- chapter Create a Technology Adoption Program -- chapter 2 Build or Join an External Community -- chapter 6 Become Your Own Media Publisher -- chapter 7 Replace Traditional Marketing with Content Marketing -- chapter 2 3 % 2 8 % 2 9 % 7 7 % 7 2 % 7 1 % -- chapter Preparing for the New Workforce's "Digital Natives" -- chapter Why Recruiters Can No Longer Settle for "Business-As-Usual" -- chapter JETBLUE : VISUALIZATIONSOFREPRESENTATIVEPOSTS -- chapter UNITEDAIRLINES : JETBLUE : VISUALIZATIONSOFREPRESENTATIVEPOSTS -- chapter Jet Blue Sentiment Analysis Positive -- chapter United Airlines Sentiment Analysis Positive -- chapter How to Connect Product to Influencers and Influencers to Customers -- chapter Darwin's Social Funnel -- chapter Shell Oil and Greenpeace Lessons Learned -- chapter Becoming SOCIALIZED! -- chapter Endnotes -- chapter 2 Chapter 2 -- chapter Acknowledgments.

Sommario/riassunto

Most companies today realize the imperative to connect with their customers, employees, and partners through social technologies - Facebook, Twitter, Google+, YouTube, and elsewhere. But a huge challenge is still in the way: how to build programs and teams for accomplishing all that. While organizations have been fixated on how to use the latest social tool, they've lost sight of how to create a talent pool capable of adjusting to the next wave of technology around the corner. For corporations to successfully transform into social business enterprises they must shift the focus from computers and tools to developing skills and attitudes around technology. Socialized! represents a "playbook" on how to create such a high-performing social enterprise. Filled with clear strategies and real-life stories from visionaries and change makers, the book is designed to help leaders motivate employees throughout the organization to adopt a "social" mindset, ensuring success against the competition.
