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Autore	Thomas David B. <1952->
Titolo	The executive's guide to enterprise social media strategy [[electronic resource]] : how social networks are radically transforming your business / / David B. Thomas, Mike Barlow
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Altri autori (Persone)	BarlowMike
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Executive's Guide to Enterprise Social Media Strategy; Contents; Foreword; Preface; Acknowledgments; Introduction; COUNTRY VILLAGE OR GLEAMING CITY?; BEYOND DISRUPTIVE; STEP ASIDE, FRED TAYLOR . . .; SOCIAL MEDIA OR WHAT?; WHY NOW?; SO, WHAT'S THE BEST WAY TO SKIN A MASTODON?; QUESTIONS YOU SHOULD BE PREPARED TO ANSWER; CRITICAL AREAS FOR SUCCESS; PART I: The Grand Scheme of Things; CHAPTER 1: Speed, Scope, Complexity, Power, and Potential; THEY LAUGHED AT THE WRIGHT BROTHERS; A WORLD OF NEW CHALLENGES AND OPPORTUNITIES; GETTING A FIRM GRASP ON A VIRAL PHENOMENON; WHAT'S THE HURRY? TOO NEWFANGLED FOR YOU?A VERY COOL SCENARIO; STEP UP AND MEET THE MILLENNIAL GENERATION; JUST WHAT YOU NEEDED: ANOTHER "CONVERGENCE"; CHAPTER 2: The New Mode of Production; SOCIAL MEDIA, TEAMWORK, AND COLLABORATION; MAPPING SOCIAL

MEDIA TO RESULTS; ACCELERATING PRODUCT DEVELOPMENT; DRIVING
 KNOWLEDGE INTO AND ACROSS THE ORGANIZATION; CROWD
 SOURCING . . .; WE'RE ALL HACKERS NOW; CHAPTER 3: The Social
 Enterprise; FORGET MURPHY'S LAW; MORE IMPORTANT THAN MONEY ?;
 THE SOCIAL WORKFORCE; COLLABORATION IS THE NEW EFFICIENCY;
 SOCIAL HR; FIRST IMPRESSIONS COUNT; THE TRAIN IS LEAVING THE
 STATION
 THE NEW SOCIAL DIMENSIONSOCIAL CRM; SOCIAL LEADERSHIP; MAKING
 IT STICK; LEGAL NICETIES; HIGH SPEEDS NEED SEAT BELTS; TAKE THE
 TIME TO WRITE IT DOWN; Part II: Building a Structure for Success;
 CHAPTER 4: Get Everybody Together in the Same Room; INVITE THE
 PRACTITIONERS, NOT JUST THE RULEMAKERS; FIGURE OUT WHAT'S
 IMPORTANT; WHAT ARE YOUR EXISTING GOALS?; WHAT MAKES SENSE IN
 YOUR INDUSTRY?; WHAT MAKES SENSE IN YOUR COMPANY?; HOW CAN
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 Social Media Guidelines; BE CLEAR AND CONCISE; GUIDING PRINCIPLES
 FOR SOCIAL MEDIA AT SAS
 INCLUDE DOS AS WELL AS DON'TSINCLUDE EXAMPLES; COMMUNICATE
 AS OFTEN AS POSSIBLE, IN EVERY CHANNEL YOU HAVE; SPOTLIGHT
 SUCCESSES; LEAD BY EXAMPLE; CHAPTER 6: Staffing and Structuring;
 WHERE DOES IT LIVE?; HIRE OR DESIGNATE?; HOW DO YOU STRUCTURE
 FOR SOCIAL MEDIA?; HOW ONE ORGANIZATION PULLS IT TOGETHER;
 OUTSOURCING THE ROLES; CHAPTER 7: Listening, Measurement,
 Analytics, and ROI; A SIMPLE LISTENING FRAMEWORK; FIRST, A WORD
 FROM THE MEASUREMENT QUEEN; "LISTEN, YES. BUT THINK BIGGER.";
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 NOT A SIMPLE FORMULA, BUT A FORMULA NONETHELESSCHAPTER 8:
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 CHANNELS; NINE EASY WAYS TO WRITE A BLOG POST; PART III: Putting
 Your Social Media Strategy to Work; CHAPTER 9: Marketing; FROM
 STROLLERS TO SHARPIES; FROM THE NURSERY TO THE KITCHEN;
 SHARPIE, MEET LAMBORGHINI; BERT'S ADVICE; CHAPTER 10: Social
 Media for B2B; B2B AND PHONEBOOTH-TO-B; TAKING AN INTEGRATED
 APPROACH AT CISCO; CHAPTER 11: Public Relations; THE OLD MODEL
 OF PR; THE NEW MODEL OF PR
 SOCIAL MEDIA PR AT MAYO CLINIC

Sommario/riassunto

An actionable framework for developing and executing successful
 social media strategies supporting collaboration, teamwork and
 communication in modern corporations Using straightforward
 language, this book offers real-world stories and revealing anecdotes
 to demonstrate how executives and business leaders develop
 successful corporate social media strategies.High level guidance to
 developing the practical business frameworks and policies necessary
 for implementing and managing successful corporate social media
 strategiesDescribes the actual processes, organizational structures, an

2. Record Nr.	UNINA9910790127203321
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Pubbl/distr/stampa	New York, : Nova Science Publishers, c2011
ISBN	1-61728-742-3
Descrizione fisica	1 online resource (231 p.)
Collana	Eye and vision research developments
Altri autori (Persone)	AndersonDominic P
Disciplina	612.8/46
Soggetti	Eye - Movements Eye - Movement disorders
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Eye movements in non-visual cognition / Dragana Micic, Howard Ehrlichman -- Eye movements in congenital nystagmus and oculomotor systems alterations / Pasquariello Giulio ... [et al.] -- Fixational eye movements and ocular aberrometry / Justo Arines Piferrer -- Eye-movement patterns in hemispatial neglect / Sergio Chieffi ... [et al.] -- Eye-gaze input system based on image analysis under natural light / Kiyohiko Abe, Shoichi Ohi, Minoru Ohyama -- What we see and where we look : bottom-up and top-down / Laura Perez Zapata, Maria Sole Puig, Hans Super -- Characterizing eye movements for performance evaluation of software review / Hidetake Uwano -- The ontogenetic hypothesis of rapid eye movement sleep function revisited / James P. Shaffery, Howard Roffwarg -- Behavioral elements during face processing : eye and head movement activity and their connection to physiological arousal / Andreas Altorfer ... [et al.].