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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
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, 2010
ISBN	1-118-00523-6 1-119-20079-2 1-283-94098-1 1-118-00521-X
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Collana	Wiley & SAS business series
Altri autori (Persone)	BarlowMike
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Soggetti	Business enterprises - Computer networks Strategic planning - Computer networks Social media - Economic aspects Online social networks - Economic aspects Electronic books.
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Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
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 YOU FIGURE OUT WHAT WILL WORK FOR YOU?; CHAPTER 5: Creating 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."; THE FIVE KINDS OF LISTENING; WHAT IS SOCIAL MEDIA ANALYTICS?; CAREONE'S MEASUREMENT MODEL

NOT A SIMPLE FORMULA, BUT A FORMULA NONETHELESSCHAPTER 8: The Keys to Success in Social Media; IT'S DIFFICULT IN ITS SIMPLICITY; FINDING THE TIME TO DO IT; A SIMPLE MODEL; USING ALL YOUR 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
Titolo	Eye movement [[electronic resource]] : theory, interpretation, and disorders / / Dominic P. Anderson, editor
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
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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 / Pasquarello 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.].