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Discussion and Implications; Conclusion; References; 4. Disentangling the Strategic Use of Social Media in the Insurance Industry: A Value Co-Creation Perspective; Introduction; Literature Review; Research Setting and Data Analysis; Discussion: The DART Model; Conclusion; References; 5. You Might Be Reputable But Are You "Liked"? Orchestrating Corporate Reputation Co-Creation on Facebook The Building Blocks of Corporate Reputation: Assessors, Media and Attributes From Communication to Co-Creation of Significations; Research Findings; A Note on Limitations and Future Directions; Final Thoughts; References; 6. Social Media as a Strategic Tool: Going Beyond the Obvious; Introduction; Customers: Here, There, and Everywhere; Engagement: Building a Two-Way Highway of Trust and Loyalty; Through the Looking Glass: Finding Actionable Intelligence; Social Media as a Strategic Tool: It's Not Just for Marketing Anymore; References

7. Increasing Dynamic Capabilities of Health Organizations with Social Media Introduction; Technical Fitness and Evolutionary Fitness; Organizational Size; Method; Findings; Conclusions and Implications; Acknowledgments; References; 8. Social Media Champions - Drivers and Sophistication Process of Social Media Strategic Management; Introduction; State of Art - Social Media Management; Toward a Conceptual Model of Social Media Sophistication; Hypothesis - Propositions; Methods; Analysis; Discussion; Conclusions; Further Research; References

9. Innovation Management, Lead-Users, and Social Media-Introduction of a Conceptual Framework for Integrating Social Media Tools in Lead-User Management

Sommario/riassunto

Social media are changing the way businesses interact in technology-mediated ways with most of their stakeholders. Strategically-minded managers, researchers and students cannot afford to ignore the new ways in which interactions with customers, employees, shareholders, and many other important constituents are taking place as a result of the widespread availability and creative use of these new technologies. Conventional wisdom is being challenged and virtual workspaces that had never been conceptualized are opening at blistering speed. This volume in the Advanced Series in Management series
