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Nota di contenuto	Open Leadership: How Social Technology Can Transform the Way You Lead; CONTENTS; INTRODUCTION; THE PURPOSE OF THIS BOOK; GREATER OPENNESS IS INEVITABLE; WHAT'S IN THE PAGES AHEAD; BEGINNING THE JOURNEY; PART I:THE UPSIDE OF GIVING UP CONTROL; CHAPTER 1: WHY GIVING UP CONTROL IS INEVITABLE; CHAPTER 2: THE TEN ELEMENTS OF OPENNESS; PART II: CRAFTING YOUR OPEN STRATEGY; CHAPTER 3: OBJECTIVES DETERMINE HOW OPEN YOU WILL BE; CHAPTER 4: UNDERSTANDING AND MEASURING THE BENEFITS OF BEING OPEN; CHAPTER 5: STRUCTURING OPENNESS WITH SANDBOX COVENANTS; CHAPTER 6: ORCHESTRATING YOUR OPEN STRATEGY PART III: OPEN LEADERSHIP: REDEFINING RELATIONSHIPSCHAPTER 7: OPEN LEADERSHIP: MIND-SETS AND TRAITS; CHAPTER 8: NURTURING OPEN LEADERSHIP; CHAPTER 9: THE FAILURE IMPERATIVE; CHAPTER 10: HOW OPENNESS TRANSFORMS ORGANIZATIONS; ENDNOTES; ACKNOWLEDGMENTS; THE AUTHOR; SUBJECT INDEX; NAME INDEX
Sommario/riassunto	An essential guide for leaders who want to use social media to be ""open"" while maintaining control ""Be Open, Be Transparent, Be Authentic"" are the current leadership mantras-but companies often push back. Business is premised on the concept of control and yet the

new world order demands openness-leaders do not know how to be open and be in control. This must-have resource will help the modern leader understand how to lead in the new open world-where blogging, twittering, facebooking, and digging are becoming the norm. the author lays out the steps that leaders must take to
