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Titolo	Tools of engagement [[electronic resource] ] : presenting and training in a world of social media // Tom Bunzel
Pubbl/distr/stampa	San Francisco, : Wiley, 2010
ISBN	0-470-64429-X 1-282-77303-8 9786612773037 0-470-64427-3
Descrizione fisica	1 online resource (282 p.)
Collana	Pfeiffer essential resources for training and HR professionals Tools of engagement
Disciplina	658.4/52
Soggetti	Multimedia systems in business presentations Social media Training Business communication Communication in organizations
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	Tools of Engagement: Presenting and Training in a World of Social Media; Contents; List of Figures and Table; Chapter One: Introduction; Chapter Two: How the Presentation World Has Changed; Chapter Three: Engaging with Social Media; Chapter Four: The New Tools of Engagement; Chapter Five: Major Social Networks: Twitter and Ning; Chapter Six: Crafting a Visual Message; Chapter Seven: Meeting in Real Time: Using the Power of Now; Chapter Eight: What Lies Ahead in Global Communication; Glossary; About the Author; Index
Sommario/riassunto	Trainers, consultants, HR professionals need a resource for helping them apply social media technology to their meetings and training sessions. This resource shows how to get an online meeting scheduled, plan its contents, rehearse, and prepare, deliver meaningful content over the web, and follow up with a strategic plan to take full advantage of all aspects of the event going forward. It also covers continuing the dialog with other online technologies and shows how mashing and

social networking can help train and teach. The book also includes Premium Content.

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