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| Nota di contenuto       | ORGANIZATIONS DON'T TWEET, PEOPLE DO; CONTENTS; FOREWORD; INTRODUCTION; 1: WE ALL NEED TO GROW UP; 2: TEN STEPS TO SUCCESS WITH TECHNOLOGY; 3: THE ULTIMATE IN DEMOCRACY; 4: LEAVING A TRACE; 5: EVOLUTION ON STEROIDS; 6: "WRITING OURSELVES INTO EXISTENCE"; 7: LITERACY RE-DISCOVERED; 8: MASS ILLITERACY; 9: STATING THE OBVIOUS; 10: VOLUME CONTROL ON MOB RULE; 11: DEALING WITH A BOSS WHO DOESN'T "GET IT"; 12: THE MORE YOU GIVE THE MORE YOU GET; 13: "OOH, THAT'S INTERESTING"; 14: THE NETWORK OF NETWORKS; 15: REAL LEADERS HAVE FOLLOWERS; 16: REAL FRIENDS; 17: TOO MUCH OF A GOOD THING<br>18: GLOBALLY DISTRIBUTED CONVERSATIONS<br>19: CONVERSATIONS CAN ONLY TAKE PLACE BETWEEN EQUALS; 20: MANAGEMENT BY BEING |

INTERESTED; 21: ASKING THE RIGHT QUESTIONS; 22: THE MEANING OF TRUE COLLABORATION; 23: WAR OF THE WORLDS; 24: THE INSIDE IS BECOMING THE OUTSIDE; 25: YOUR STAFF ARE YOUR BEST ADVOCATES; 26: CREATIVELY MESSY; 27: INNOVATION AND THE FORCES OF DISRUPTION; 28: NO SUCH THING AS CONSCRIPTS; 29: HEADING INTO THE GREAT UNKNOWN; 30: BE STRATEGICALLY TACTICAL; 31: BACK TO FRONT ROI; 32: THE PRICE OF POMPOSITY; 33: MANAGING THE MESS; 34: WE NEED MORE RUBBISH; 35: LINES IN THE SAND  
36: SMALL PIECES LOOSELY JOINED37: UNLEASH YOUR TROJAN MICE; 38: DON'T FEED THE TROLLS; 39: WHEN THE SHIT HITS THE FAN; 40: CRISIS MANAGEMENT; 41: THE BEST WAY TO BE SAFE IS TO BE OPEN; 42: RADICAL TRANSPARENCY; 43: THE REVOLUTION IS WITHIN; 44: IT'S YOUR PARTY . . .; 45: A FINAL WORD; A NOTE ABOUT TECHNOLOGY; READING LIST; ABOUT EUAN SEMPLE; INDEX

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#### Sommario/riassunto

Practical advice for managers on how the Web and social media can help them to do their jobs better Today's managers are faced with an increasing use of the Web and social platforms by their staff, their customers, and their competitors, but most aren't sure quite what to do about it or how it all relates to them. *Organizations Don't Tweet, People Do* provides managers in all sorts of organizations, from governments to multinationals, with practical advice, insight and inspiration on how the Web and social tools can help them to do their jobs better. From strategy to corporate c

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