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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
