



# Social Media at Work: How Networking Tools Propel Organizational Performance

*Arthur L. Jue, Jackie Alcalde Marr, Mary Ellen Kassotakis*

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**The definitive guide for using social media to build more effective organizations**

Today's networking technologies-wikis, blogs, and social networking sites-are changing how we build professional relationships and work collaboratively. In this insightful book, three organizational development experts from Oracle Corporation offer executives down-to-earth strategies for leveraging the power of social media to build more effective and agile organizations, engage employees, and sustain competitiveness.

- Offers practical advice for using social media (wikis, blogs, and social networking sites) to increase organizational effectiveness
- Presents proven recommendations for building teams, accelerating learning, and fostering innovation by adopting social networking tools
- Shows how to tap into the power of social networks to improve organizational performance
- Demonstrates how social media will help organizations thrive for years to come by drawing on case studies from companies like Intel, Cisco, Nokia, and others

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