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Enterprise Social Technology: Helping Organizations Harness the Power of Social Media, Social Networking, Social Relevancy

By Scott Klososky

Greenleaf Book Group LLC. Paperback. Book Condition: new. BRAND NEW, Enterprise Social Technology: Helping Organizations Harness the Power of Social Media, Social Networking, Social Relevancy, Scott Klososky, Every leader has heard of the business benefits of social technology, yet many still struggle to understand how to get the most out of the technological tools at their disposal -- asking questions like "What should I be doing on Facebook?" and "How can Twitter help my company?" This book demystifies this much-hyped subject, and gives readers a level-headed, growth-focused approach to how they can put all kinds of social technology -- not just the big, well-known platforms -- to work for their companies. The book is a step-by-step plan for developing and implementing social technology and covers every aspect of social technology in the business arena -- from planning and goal-setting, to assembling a social tech team, to integrating social tech with your existing online presence, to measuring the return on investment. Business visionaries will be impressed by the scope and practicality of the strategies presented, and older executives prone to thinking of social tech as a toy will come to understand its critical place in today's business landscape.



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Reviews

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