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Fast Company recognized her most recent book, 11 Rules for Creating Value in the Social Era - a Harvard Press book, as a Best Business Book of 2012. Her earlier book, The New How, on collaboration has been widely recognized as one of the best to show how to close the proverbial AirSandwich gap between strategy and execution.

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Her latest bestselling book, 11 Rules for Creating Value in the #SocialEra was published by Harvard Business Review Press and named by Fast Company as a 2012 Best Business Book. In this talk ...

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Purpose does.', 'If the industrial era was about building things, the social era is about connecting things, people and ideas.', and 'I believe that at the very root of our humanity is a passion to create value with heart, to work alongside others who care, and to make a difference.

Nilofer Merchant Quotes (Author of 11 Rules for Creating ...

? >> Rules for Creating Value in the Social Era encouraged to be unique, to carve out its own differentiated identity, to set itself apart from its rivals. While not all organizations understood or truly adopted this philosophy, T.S. did foster the understanding that strategy is

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11 Rules for Creating Value in the #SocialEra. BY NILOFER MERCHANT | The era of social technologies provides seemingly endless opportunity, both for individuals and organizations. But it's also the subject of seemingly endless hype. Yes, social tools allow us to do things entirely differently—but how do you really capitalize on that?

#SocialEra - Nilofer Merchant

Rules for Creating and Updating Variables. If so, the macro processor retrieves the value of macvar from the local symbol table. If macvar does not exist in the local table, the macro processor goes on to step 2. The macro processor checks to see whether the macro variable macvar exists in the global symbol table.

Rules for Creating and Updating Variables - JPSM Online

Rule 10: Centralize name value table design. Many times I have come across name value tables. Name and value tables means it has key and some data associated with the key. For instance in the below figure you can see we have a currency table and a country table. If you watch the data closely they actually only have a key and value.

11 important database designing rules which I follow ...

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