



Smart Business, Social Business: A Playbook for Social Media in Your Organization

By Michael Brito, Aaron Lewis

Pearson Education (US). Hardback. Book Condition: new. BRAND NEW, Smart Business, Social Business: A Playbook for Social Media in Your Organization, Michael Brito, Aaron Lewis, This book will help organizations evolve into a fully collaborative social business. It serves as a step by step playbook to achieve organizational change, process efficiencies and technology acumen: * Proven solutions for the real people, process, and technology obstacles businesses face in using social media behind the firewall. * How to have the successful internal conversations with stakeholders, partners and global teams that lead to successful external conversations with the social customer * Strategies for improving organizational dynamics, collaboration, governance, training, engagement, policies, technology integration, workflows, social CRM, and metrics Many organizations today have already evolved into social brands. They may be active on Twitter and Facebook; they may have corporate blogs and communities and they are trying hard to engage effectively with the social customer. However, behind the firewall, chaos, anarchy, and conflict reign. In Smart Business, Social Business, leading enterprise social business consultant shows how to build an internal framework based on change management that will lead to success with social media: one that will make external engagement more effective, meaningful, and...



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