



The Executive's Guide to Enterprise Social Media Strategy: How Social Networks Are Radically Transforming Your Business (Wiley & SAS Business) (Hardback) - Common

By (author) David B. Thomas By (author) Mike Barlow

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Social media has already transformed society. Now it is poised to revolutionize communications and collaborative business processes. This book provides you with an actionable framework for developing and executing successful enterprise social networking strategies.

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