



Making Social Technologies Work: Leveraging the Power and Managing Perils of Social Technologies in Business (Palgrave Pocket Consultants)

Ronan Gruenbaum

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Embracing social technologies at work is not just a blog from the CEO. It is about understanding all the opportunities where social media and technology activities could improve your company from marketing to operations. A practical guide for managers and an informative window into the world of social technologies in business.

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