



Social Employee: How Great Companies Make Social Media Work

By Mark Burgess, Cheryl Burgess

McGraw-Hill Education - Europe, United States, 2013. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. You can build a successful Social Business by empowering the Social Employee. This book includes success stories from IBM, ATT, Dell, Cisco, Southwest Airlines, Adobe, Domo, and Acxiom. Great brands have always started on the inside, but why are companies taking so long to leverage the great opportunities offered by internal social media?.The Social Employee lifts the lid on this potential and provides guidance for businesses everywhere. (Jez Frampton, Global Chairman and CEO, Interbrand). Get a copy of this book for your whole team and get ready for a surge in measurable social media results! (MARI SMITH, author, The New Relationship Marketing, and coauthor, Facebook Marketing). Practical and insightful, The Social Employee is sure to improve your brand-building efforts. (Kevin Lane Keller, E.B. Osborn Professor of Marketing, Tuck School of Business at Dartmouth College, and author, Strategic Brand Management). This book will change how you view the workplace and modern connectivity, and inform your view of how social employees are changing how we work and create value in today s networked economy. (David Armano, Managing Director, Edelman Digital Chicago,...



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