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The Hyper-Social Organization Eclipse Your Competition by Leveraging Social Media

By Ed Moran

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 320 pages. Dimensions: 9.1in. x 6.0in. x 1.4in. BE HYPER-SOCIAL. GET HYPER-SUCCESSFUL. A thought-provoking read and a comprehensive introduction to todays business challenges as social media and social networking become increasingly vital to success. . . . Highly recommended. --Choice magazine If you want to really understand what makes some online communities thrive while others shrivel and fade, you have come to the right place. Francois Gossiaux and Ed Moran understand just what makes us all so socialas customers, as employees, and as business partnersboth online and off. -- David Rogers, executive director, Columbia Business School Center on Global Brand Leadership, author of The Network Is Your Customer The Hyper-Social Organization is not simply a guide to navigate through the fundamental and far-reaching transformations of today caused by social media, but it also provides insight into how to optimize and profit from it. -- Mark Yolton, senior vice president, SAP To the extent that we can be human with what we knowand share it as freely as we possibly canwell go a long way toward fostering a deeper level of trust with consumers. The Hyper-Social Organization not only explains why that happens--it also provides a...



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