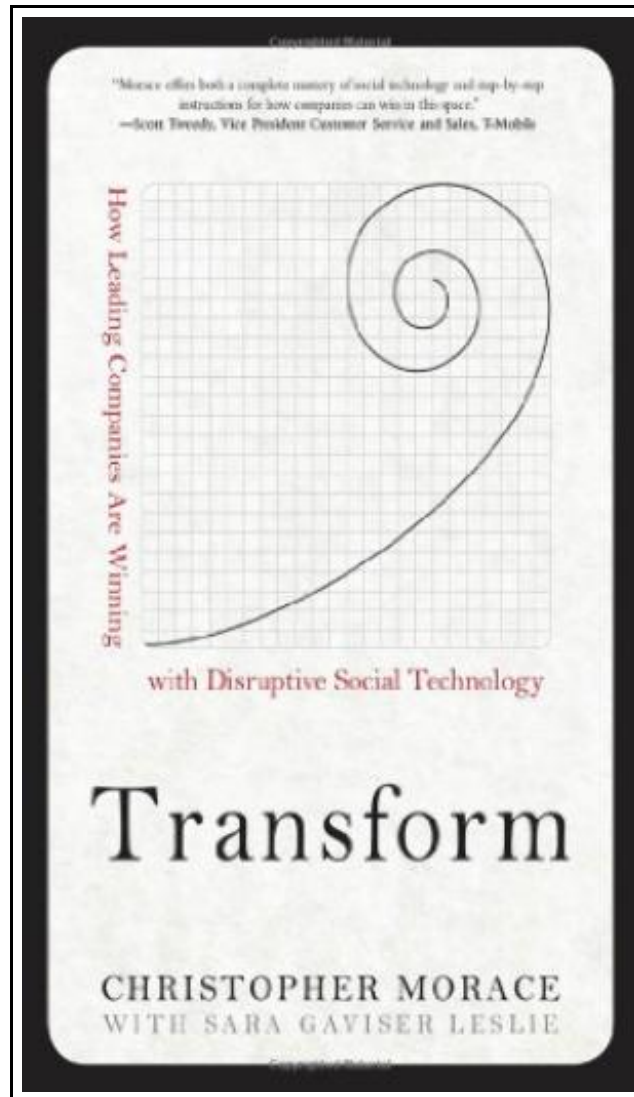


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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Transform: How Leading Companies are Winning with Disruptive Social Technology, Christopher Morace, Sara Gavisier Leslie, Transform.or Be Left Behind. You can create unprecedented business value with social technologies. Chief Strategy Officer at Jive Software, Christopher Morace was one of the first people to arrive at the intersection of social technology and business strategy. He has overseen more than 800 deployments of social technology in major corporations. A true pioneer of what is arguably the most important development in business today, Morace knows better than anyone how social technology is changing the way businesses operate and how successful companies are leveraging it to their advantage. Now, in this groundbreaking guide, Morace reveals all his secrets. He walks you through best practices for developing a winning business strategy that places heavy focus on collaboration, open communication, and wide networks of connections - absolute necessities for success in business today. Morace outlines the strategic steps every leader must take in order to compete in today's constantly shifting business landscape: learn about the newest social and related technologies (such as mobile, the cloud, and big data) and the capabilities they offer. You can enact the behavioral changes within your company that will enable these capabilities to be incorporated into day-to-day operations. You can determine your starting point, choose a platform, launch a social business solution, and measure your progress. Transform is packed with firsthand accounts of companies that have taken these very steps to drive positive change, increase profits, and experience measurable growth. Morace gives you an inside look at how Chubb Insurance, McAfee, EMC, T-Mobile, Bupa, SolarWinds, UBS, Alcatel-Lucent, Genentech, and others have applied his methods. He also offers valuable commentary from industry professionals such as Marc Andreessen and academics from Stanford's Graduate School...



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