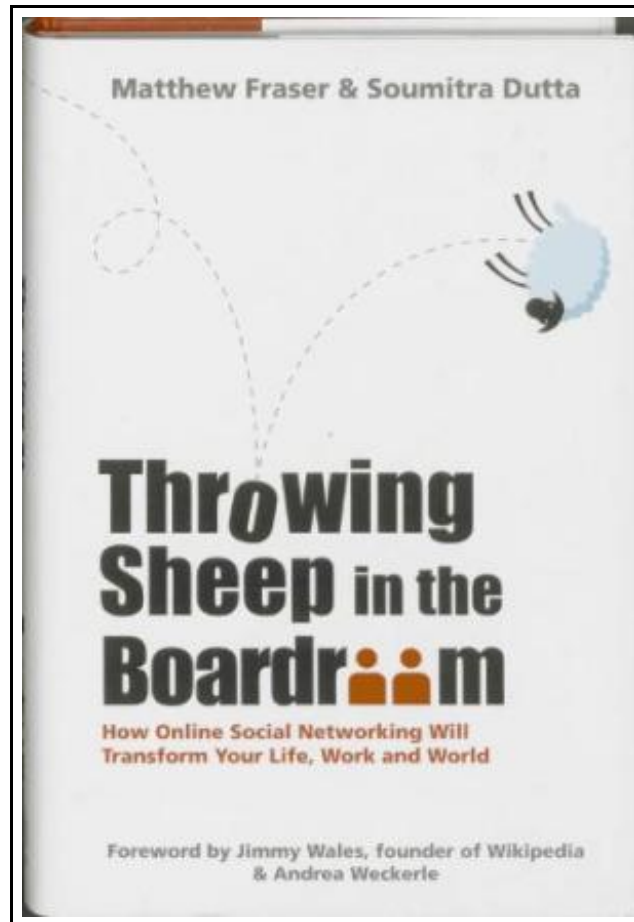


Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World



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THROWING SHEEP IN THE BOARDROOM: HOW ONLINE SOCIAL NETWORKING WILL TRANSFORM YOUR LIFE, WORK AND WORLD

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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World, Matthew Fraser, Soumitra Dutta, "If you want to understand why Wikipedia is changing the world, this book is a must read." - Jimmy Wales, Founder, Wikipedia "This book is a must read for all - social activists, politicians or managers - who have an interest in understanding how our society is morphing." - Professor C.K. Prahalad, #1 Management Guru and author of Competing for the Future Synopsis The rise of social networks like Facebook, MySpace and Bebo is changing the way we see ourselves, how we interact with each other, how we work and how we do business on a daily basis. Throwing Sheep in the Boardroom explores the powerful forces driving the social networking revolution, the impact of these profound changes, and the far reaching consequences of social networking. Detailing the way social networks affects both individuals and societies as a whole, the book offers a detailed focus on the ways social networking affects the world of business and work. The generation entering the workforce today - and entering boardrooms everywhere - is fully engaged with social networking and its uses. Rather than feeling threatened and paranoid, today's business leaders need to understand this phenomenon, accept that it won't go away, and embrace its power in the world of business. Excerpts from Throwing Sheep in the Boardroom : "Your next CEO's most impressive job credential might be status as an online gladiator, honing valuable leadership skills mercilessly slaying mortal enemies on World of Warcraft. Why not, the skills necessary to hack your way to the top levels of virtual games - especially a killer instinct - are excellent pre-requisites for managing complex...



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