

The Cluetrain Manifesto 10th Anniversary Edition

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The Intention Economy
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Build, Run, and Sell Your Apple Consulting Practice
Change Your Space, Change Your Culture
Leadership and Web 2.0
Deconstructing Digital Natives
Return On Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing
Factors Affecting Organizational Blog Content
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Book Review Index
Words on Cassette, 2002
The Economist
Proceedings of the XIVth Triennial Congress of the International Ergonomics Association and 44th Annual Meeting of the Human Factors and Ergonomics Society
Consultants & Consulting Organizations Directory
Consultants & Consulting Organizations Directory: Descriptive listings and indexes
Rick Levine Rick Levine Doc Searls Rick Levine Management Association, Information Resources Lazarinis, Fotis Charles Edge Rex Miller Grady McGonagill Michael Thomas Mark Schaefer Timothy S. Penning Patrick Brauckmann R R Bowker Publishing Human Factors and Ergonomics Society. Annual meeting Cengage Gale

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ten years after cluetrain s original publication too many companies still ignore the idea that markets are really made up of people in our rapidly changing world this book s message is more vital than ever companies may be wired for business but they still struggle with how to talk to their customers like human beings the 10th anniversary edition features extensive new commentaries by industry leaders but the core message of this modern business classic remains intact

the cluetrain manifesto began as a site cluetrain.com in 1999 when the authors who have worked variously at ibm sun microsystems the linux journal and npr posted 95 theses about the new reality of the networked marketplace ten years after its original publication their message remains more relevant than ever for example thesis no 2 markets consist of human beings not demographic sectors thesis no 20 companies need to realize their markets are often laughing at them the book enlarges on these themes through dozens of stories and observations about business in america and how the internet will continue to change it all with a new introduction and chapters by the authors and commentary by jake mckee jp rangaswami and dan gillmor this book is essential reading for anybody interested in the internet and e commerce and is especially vital for businesses navigating the topography of the wired marketplace

caveat venditor let the seller beware while marketers look for more ways to get personal with customers including new tricks with big data customers are about to get personal in their own ways with their own tools soon consumers will be able to control the flow and use of personal data build their own loyalty programs dictate their own terms of service tell whole markets what they want how they want it where and when they should be able to get it and how much it should cost and they will do all of this outside of any one vendor s silo this new landscape we re entering is what doc searls calls the intention economy one in which demand will drive supply far more directly efficiently and compellingly than ever before in this book he describes an economy driven by consumer intent where vendors must respond to the actual intentions of customers instead of vying for the attention of many new customer tools will provide the engine with vrm vendor relationship management providing the consumer counterpart to vendors crm customer relationship management systems for example imagine being able to change your address once for every company you deal with or combining services from multiple

companies in real time in your own ways all while keeping an auditable accounting of every one of your interactions in the marketplace these tantalizing possibilities and many others are introduced in this book as customers become more independent and powerful and the intention economy emerges only vendors and organizations that are ready for the change will survive and thrive where do you stand

organizational learning and knowledge concepts methodologies tools and applications demonstrates exhaustively the many applications issues and techniques applied to the science of recording categorizing using and learning from the experiences and expertise acquired by the modern organization a much needed collection this multi volume reference presents the theoretical foundations research results practical case studies and future trends to both inform the decisions facing today s organizations and the establish fruitful organizational practices for the future practitioners researchers and academics involved in leading organizations of all types will find useful grounded resources for navigating the ever changing organizational landscape

developing and utilizing e learning applications provides a complete investigation of new methods technologies and practices critical to modern educational environments exploring topics such as virtual worlds learning methods and icts as well as interoperability in e learning environments this reference provides essential knowledge for educators practitioners and students alike

starting an app development company is one of the most rewarding things you ll ever do or it sends you into bankruptcy and despair if only there was a guide out there to help you along the way this book is your guide to starting running expanding buying and selling a development consulting firm but not just any consulting firm one with a focus on apple apple has been gaining adoption in businesses ranging from traditional 5 person start ups to some of the largest companies in the world author charles edge has been there since the days that the mac was a dying breed in business then saw the advent of the iphone and ipad and has consulted for environments ranging from the home user to the largest apple deployments in the world now there are well over 10 000 shops out there consulting on apple in business and more appearing every day build run and sell your apple consulting practice takes you through the journey from justan idea to start a company all the way through mergers and finally into selling your successful and growing apple development business what you ll learn create and deploy grassroots as well as more traditional marketing plans engage in the

community of developers and companies that will hire you and vice versa effectively buy and sell your time and talents to grow your business while remaining agile who this book is for business owners looking to grow and diversify their companies as well as developers engineers and designers working on apple apps who would like to branch out into starting their own consulting business

the fastest easiest way to shift culture toward engagement and productivity change your space change your culture is a guide to transforming business by rethinking the workplace written by a team of trail blazing leaders this book reveals the secrets of companies that discovered the power of culture and space this insightful guide reveals what companies lose by viewing office space as something to manage or minimize with practical tips and implementation details the book helps the reader see that the workspace is in fact a crucial driver of productivity and morale change your space change your culture was born out of recent studies that expose truly outrageous oh my god realities more than 70 percent of the workforce either hates their job or they are just going through the motions half of all office space is wasted those shattering facts exist because office space is generally regarded as overhead or sunk cost most buildings today clearly communicate the low priority placed on people friendly design poor workforce engagement is baked into the culture this book provides guidance on turning this around by rethinking and reshaping space to align with the way people work specifically this book moves from the high altitude view down to the details on how to discover the fastest easiest and most cost effective way to shift culture add square footage by using space more effectively boost employee engagement and vitality by the creative use of space learn how space can become a powerful productivity tool we all know that design space and flow have a powerful effect on the human psyche our homes museums sports arenas places of worship and even airport terminals reveal that environment can inspire dread or enthusiasm distraction or focus collaboration or isolation that s why the office must be designed to inspire the desired culture and workflow if it s not properly designed no program training or rules will be effective over time change your space change your culture is the practical guide to office space the foundation of an engaging culture

some compare the evolving to the revolution of the gutenber press how does the shape the role and understanding of leadership what are key challenges and opportunities what mindsets skills and knowledge are necessary the leadership implications of the evolving provides and analyzes over 300 pioneer examples from the private public and non profit sector in germany europe and the us a new

leadership paradigm seems to be emerging with an inexorable shift away from one way hierarchical organization centric communication toward two way network centric participatory and collaborative leadership styles which requirements and trends which opportunities and key challenges are emerging for leadership aim of the study is to enable managers from all sectors to anticipate changes and proactively take advantage of opportunities that are emerging target group for this publication are people in leadership positions in organizations across all sectors from managers in executive and supervisory boards operations human resources to academics and practitioners advisers and policymakers the study leadership 2 0 has been presented by authors grady mcgonagill ed and tina doerffer mpa amongst others at the international leadership academy in boston 2010

there have been many attempts to define the generation of students who emerged with the and new digital technologies in the early 1990s the term digital native refers to the generation born after 1980 which has grown up in a world where digital technologies and the internet are a normal part of everyday life young people belonging to this generation are therefore supposed to be native to the digital lifestyle always connected to the internet and comfortable with a range of cutting edge technologies deconstructing digital natives offers the most balanced research based view of this group to date existing studies of digital natives lack application to specific disciplines or conditions ignoring the differences of educational fields and gender how and how much are learners changing in the digital age how can a more pluralistic understanding of these learners be developed contributors to this volume produce an international overview of developments in digital literacy among today s young learners offering innovative ways to steer a productive path between traditional narratives that offer only complete acceptance or total dismissal of digital natives

looks at how brands are using the world s most powerful online celebrities like bloggers and tweeters to market products and shows how this same system can be used by the reader to achieve goals

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