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Matthew Fraser, Soumitra Dutta
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Matthew Fraser, Soumitra Dutta : Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World:

0 of 0 people found the following review helpful. Lots of thinking that i can follow By John H. Strothman This journey is new to me and I'm enjoying the train of thought. A challenging new path of digital travel and interesting to see ho

their theme holds together. I betting they're on a solid path 8 of 10 people found the following review helpful. Very Interesting Book By BAI found this book easy and enjoyable to read. Once I picked it up and started reading, I couldn't put it down. The book looks at social networking sites and Web 2.0 platforms in general and their impact on corporate and institutional structures. It is a fun read--it covers topics such as how to "un-friend" a friend and other social networking etiquette, little-known facts about the beginning of social networking sites, democracy 2.0 (Obama), privacy issues and the nature of social networking's democratic, horizontal structure compared to the vertical structure of most of our society's institutions (corporations, churches, governments, schools, etc.). This is a fascinating and engrossing book about a timely topic. PS - An interesting tidbit from the authors: Bill Gates has a page on LinkedIn. I checked it out; it's true. Not surprisingly, Bill is not taking any inmail or introductions. 4 of 5 people found the following review helpful. A Decent Web 2.0 Primer, But Buys Into the Visionary Hype By K. Marko I reviewed this book for Processor Magazine (June 6th issue at [...]) and while the authors give a nice summary of social networking for the uninitiated, for my taste they too often uncritically fall for the hype. If you're a middle manager who's never used a social site and who's only familiarity with Twitter is Conan's "Tweet of the Week", Throwing Sheep will have you believing that social networking is poised to upend your company's entire business model. While I don't deny the utility of Web 2.0 social sites for certain businesses and products (particularly those targeting young people or selling consumer products), I don't see them as significant as the printing press or even television -- not yet anyway. Aside from the breathless hype, my other gripe with the book is that it's long on anecdotes and short on analysis. It often reads like a Lexis/Nexis dump of every news story with even the most remote Web 2.0 angle, however as I note in my Processor review, it's lacking in proscriptive recommendations or strategies for how businesses can effectively start using the technology. For that, I would recommend Groundswell: Winning in a World Transformed by Social Technologies by Li and Bernoff.

"If you want to understand why Wikipedia is changing the world, this book is a must read." ndash; 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." ndash; 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 ndash; especially a killer instinct ndash; are excellent pre-requisites for managing complex organisations." "Many senior managers mistakenly believe Enterprise 2.0 is a product, like the latest Microsoft office suite. They don't realise that Enterprise 2.0 is not a cost centre, but a "state of mind" ndash; a revolutionary new way of managing companies and conducting business. Web 2.0 tools have no regard for "organisational boundaries, hierarchies, or job titles". Try telling a senior executive that, henceforth, there will be no job titles, reporting lines, and organisational boundaries in the company ndash; and watch the reaction closely." "When someone calls a meeting, he or she is asserting authority over those who are invited to attend. Meetings are exclusive and closed. In most corporations, who gets invited to a meeting ndash; and who does not ndash; sends a signal about who's "in the loop". Meetings are a form of social grooming inside organisations. Meetings impose vertical authority. They establish status hierarchies. The Enterprise 2.0 model is feared in corporations because it threatens status hierarchies." "Harnessing the dynamism of horizontal networks, Web 2.0 social media are bypassing institutional forms of social organisation and directly empowering people. This book has attempted to tell that story with illustrations, which, we hope, have offered intriguing and instructive insights into the powerful transformations we described. What has interested us most, indeed, is the transformative impact ndash; or "eruptions" ndash; of Web 2.0 social media on the three dynamics that gave this book its structure: identity, status and power."

"...looks at the power and impact social networking sites are having in our personal and professional lives." (The Daily Telegraph, November 11th 2008) From the Back Cover Throwing Sheep in the Boardroom is the first book written for a wide audience about the powerful trend that is reshaping your life: the Web 2.0 social networking revolution. Throwing Sheep in the Board is about how the Web 2.0 revolution is transforming your life, your work, and your world. Combining a pop sociology approach with rigorous analysis rich in economic history and organizational behaviour, Matthew Fraser and Soumitra Dutta have written a lively and provocative book about the global popularity

of social networking platforms ndash; from MySpace and Facebook to YouTube, Wikipedia and Twitter. Social networking sites are a global phenomenon. Sites like MySpace and Facebook now boast hundreds of millions of members. Online social interaction has become an indispensable part of their daily lives. Fraser and Dutta examine the powerful forces driving this social e-revolution, describe the equally powerful reactions to it, and make predictions about its long-term consequences. The book is organized around three major themes: identity, status, and power. Following the explosion of Web 2.0 social platforms, identities are becoming increasingly multi-faceted, status is becoming more democratically based on performance, and power is being diffused from centralized vertical structures to horizontal networks. These are powerful changes with profound, far-reaching implications for how we organize our lives, our institutions, and our society. Taking its title from the whimsical ldquo;sheep throwingrdquo; application used by members of sites like Facebook, the book concludes with reflections on the Webrsquo;s potential to revitalize social capital and civic participation through e-government and e-democracy. Throwing Sheep in the Boardroom will be enjoyed by educated readers with an interest in social trends, consumer behaviour, psychology, history, politics and economics.

About the AuthorMatthew Fraser, PhD, is a Senior Research Fellow at INSEAD and teaches at the Institut drsquo;Etudes Politiques de Paris. A recognised media industries expert, he also has long experience as a journalist, including weekly columnist, national television host, and Editor-in-Chief of Canadarsquo;s national daily newspaper, the National Post. Soumitra Dutta, PhD., is Roland Berger Chaired Professor of Business and Technology at INSEAD. He is faculty director of elab@INSEAD, a center of excellence in the digital economy working in collaboration with organisations such as SAP and Intel. His research has been showcased in the international media such as CNN, CNBC, and the BBC. He is a fellow of the World Economic Forum.