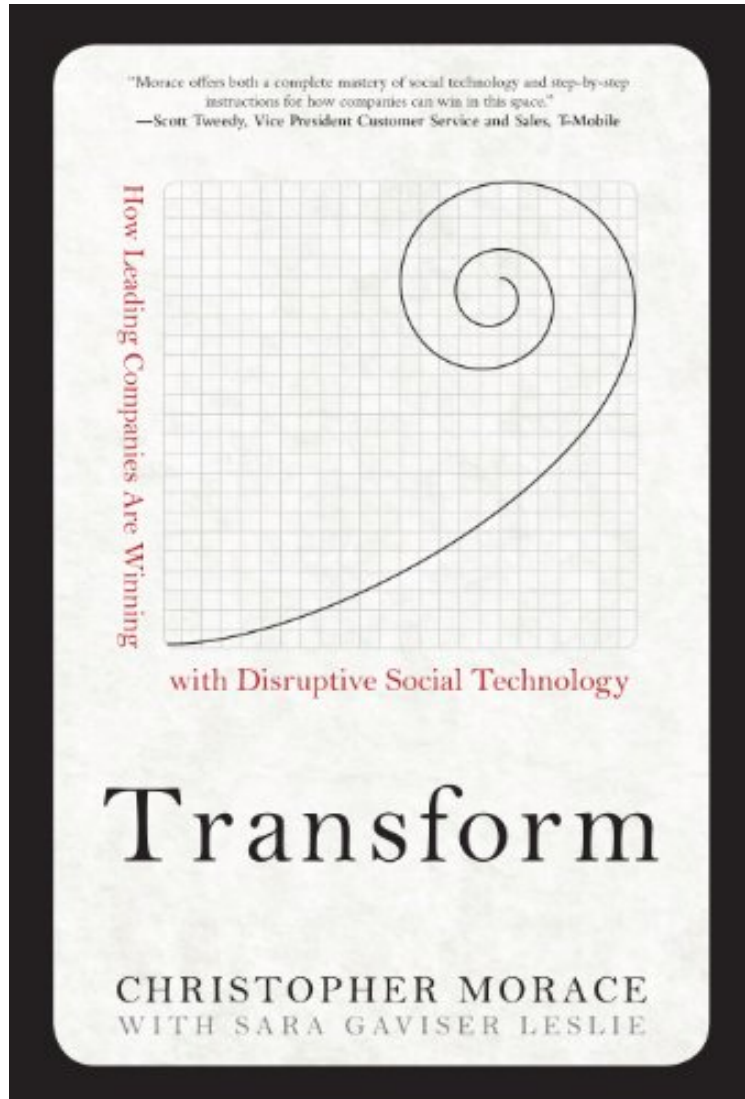


(Mobile pdf) Transform: How Leading Companies are Winning with Disruptive Social Technology: How Leading Companies are Winning with Disruptive Social Technology DIGITAL AUDIO

Transform: How Leading Companies are Winning with Disruptive Social Technology: How Leading Companies are Winning with Disruptive Social Technology DIGITAL AUDIO

Christopher Morace, Sara Gavisier Leslie
ePub | *DOC | audiobook | ebooks | Download PDF



#1469308 in eBooks 2013-11-08 2013-11-08 File Name: B00FG0NW7C | File size: 45.Mb

Christopher Morace, Sara Gavisier Leslie : Transform: How Leading Companies are Winning with Disruptive Social Technology: How Leading Companies are Winning with Disruptive Social Technology DIGITAL AUDIO before purchasing it in order to gage whether or not it would be worth my time, and all praised Transform: How Leading Companies are Winning with Disruptive Social Technology: How Leading Companies are Winning with Disruptive Social Technology DIGITAL AUDIO:

10 of 10 people found the following review helpful. Thankfully, not for everyone. By Esteban Kolsky Here is the deal, if you are looking for a get-rich-quick-while-transforming-the-world book, this ain't it. (and, for openness, I was part of the people interviewed for this book, and I know Chris). This is a great book for those people that are looking to understand why Digital Transformation is happening, why now, and what businesses need to do. Chris has taken the experience accumulated through the many years and figured out a way to explain it to those who are interested. Truthfully, not a beginner's book, you need to understand business well enough to get started, and understand what you are trying to before you get to the back of the book. There are plenty of examples, good frameworks and exercises (disguised as detailed explanations and discussions and sidebars), and lots and lots of carefully curated information on how to make a good business better. If you are looking for a book that will not only explain to you how we got here, but where we are going and how you can (in the words of plenty of people who have done it before) transform your business to take advantage of the amazing times we are living in - this is the book you need to read. As the Chinese saying goes, may you live in interesting times (and may you find a good book to guide you through them).

2 of 2 people found the following review helpful. This book will change the way you think! By R. Blank "A firm's ability to harness new technology is the key to its longevity". Enough said right there. Cloud, mobile, social, and big data are hitting enterprises like a tidal wave. This book is a great read and lays out past, present and future of knowledge work with real stories from a number of real companies and how they benefitted from social technology. Co-invention to crowd sourcing, sales, corp comm, HR, etc...this book hits 'em all. There's a number of great case studies outlined in the book. And I also like how this book talked about implementations... "the how" and directly relates everything to driving business value. What's also interesting is how he talked about using a "freemium" technology and the downside of falling into this trap. And like many organizations we have SharePoint and he explores how social solutions can "make old new again". There's a lot of great information in the book where I now can begin to build my business case, plan the from/to, focus on changing behaviors, and set my organization up for success. I am ready to replatform my company after reading this book!

1 of 1 people found the following review helpful. Social Technology, You and Your Business By George Rodriguez - Nonfiction Author Every company not using social technology wants to learn how to use it to drive business. Companies already on it want to leverage it to achieve better business outcomes. As millions of users pour into Facebook and cat videos go viral and rack up millions of views and shares, we are left with the question: how do I (or we or my company) do that? In other words, how do I/we leverage social technology to help me, my team and my company compete in today's connected economy? In "Transform" Christopher Morace takes a holistic approach to answering this question for businesses. It is easy to cast out terms like "mobile" and "cloud" and "big data", but Morace uses case studies, company implementations (both good and bad) of social technology and his experience overseeing over 800 deployments to offer today's business leader a playbook to make social technology work for the enterprise, and not the other way around. If you are on the cusp of a deployment, are starting to think about social technology and your business or just want to stay up to date on the latest in the field, this book is a buy.

Transform . . . or Be Left Behind 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. Enact the behavioral changes within your company that will enable these capabilities to be incorporated into day-to-day operations. 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 of Business and Dartmouth's Tuck School of Business. Technology is advancing at an exponential pace, and it's changing the way the world does business. You can keep doing things the way you've done them. Or you can Transform. The right choice is obvious--and simpler to implement than you might think.

PRAISE FOR TRANSFORM "The tools and frameworks that Chris Morace describes in Transform are vital for companies looking to win in today's competitive market." -- Aaron Levie, Cofounder and CEO, Box "This is a must-read book for any customer seeking to improve how work gets done, the customer experience, and the innovation cycle." -- R "Ray" Wang, Principal Analyst and CEO, Constellation Research, Inc. "My advice is simple:

read this book if you want to empower your people and improve your organization." -- Andrew McAfee, Principal Research Scientist, MIT's Center for Digital Business, author of Enterprise 2.0, and coauthor of Race Against the Machine "There's a revolution happening in corporations around the world. To succeed in this revolution, knowledge has to be shared. You need a social platform, one like Morace describes, that knows what you want to know, presents ideas to you, and enables you to connect to the right people." -- Debby Hopkins, Chief Innovation Officer, Citi "Morace captures the process and effort that it takes to provide disruptive technologies flawlessly. Stop reading this endorsement and go buy the book already! Don't waste time. The next disruption may be your own--if you don't listen to what Morace is telling you." -- Paul Greenberg, author of the bestselling CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers, and President, The 56 Group, LLC

About the Author Christopher Morace is the Chief Strategy Officer for Jive Software, where he built one of the first social platforms specifically tailored to the needs of large enterprises. Hundreds of leading brands, such as SAP, T-Mobile, Avon, Genentech, and World Bank, now use Jive. Under his leadership, the top two industry analyst firms have recognized Jive as a leader in the social business category for five straight years.