



## Social Inc.: Why Business Is the Next Social Opportunity Worth Trillions (Paperback)

By Bob Zukis

Kauffman Fellows Press, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. SOCIAL INC. delivers a blueprint for reinventing the future of business-creating a business-led renaissance fueled by unprecedented levels of connectivity, empowerment, and innovation brought about by social technology. These new tools don't promise incremental improvements in productivity or profitability-they have the potential to deliver game-changing knockout blows. Not a book about Facebook or social media marketing, SOCIAL INC. is a thought-provoking stake in the ground for a people-led revolution that is changing the rules of business. Just a few short years ago, the future was altered forever by the unexpected arrival and adoption of new social tools, services, and devices by billions of people. The level of global connectivity and collaboration enabled by these tools is unprecedented in human history. Zukis blends strategic and tactical insights into a framework to understand the forces being altered with these tools, and to identify what companies need to be doing about social technology, right now. The ten Rules of Social Inc. will push business forward into a social technology-enabled world, while Zukis's predictions for 2020 will stretch the thinking of business...



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