



# Social Business: Von Communities und Collaboration (German Edition)

*Thomas Mickleit, Annabelle Atchison*

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Vom Liken, Posten und Tweeten: Social Media auf dem Weg ins Unternehmen.

Facebook, Twitter, YouTube und Co. - Social Media hat unsere Art zu kommunizieren revolutioniert. Immer mehr finden die Grundprinzipien von Social Media nun aber auch ihren Weg in Unternehmen. So werden die neuen Plattformen etwa für die Stakeholderkommunikation, zum Kundensupport oder zur Beschleunigung von Innovationsprozessen durch Crowdsourcing verwendet. Zudem möchten immer mehr Mitarbeiter von Social Collaboration Technologien wie SharePoint oder Yammer profitieren. Dennoch ist es in den Unternehmen immer noch ein langer Weg bis zu einem bereichsübergreifenden und integrierten Ansatz - eben bis zum Social Business.

Hierbei sollen die zahlreichen Beiträge von namhaften Managern, Kommunikationsberatern und Wissenschaftlern helfen, die praxisnah von ihren Erfahrungen mit Social Media berichten.

Lesen Sie, wie Social Media in Unternehmen erfolgreich integriert werden kann, um als Social Business die tägliche Zusammenarbeit effizient und erfolgreich zu gestalten.

Praxisorientierte, innovative Tipps und Tricks der Experten für die interne Kommunikation. Für Macher und Entscheider in Unternehmen und alle, die mehr über den Einsatz von Social Media am Arbeitsplatz erfahren wollen.

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