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Enterprise Social Network Adoption in 5 Steps: A practical guide to combining Systems of Record with Systems of Engagements with IBM Connections

Alan Hamilton

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This practical guide describes five steps to developing a vision, plan and implementation strategy for enterprise social networks to help drive the connection between traditional systems of record and systems of engagement. This book looks at vision-setting, leadership commitment, planning, engagement and adoption and advocates "iterative adoption" to deliver small, repeatable business solutions using an enterprise social network. Many examples are given which can be applied in any business, demonstrated through the use of IBM Connections and IBM Connections Cloud.

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