



The New Social Learning: A Guide to Transforming Organizations Through Social Media

By Tony Bingham, Marcia Conner

Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Most business books on social media have focused exclusively on using it as a marketing tool. Many employers see it as simply a workplace distraction. But social media has the potential to revolutionize workplace learning. People have always learned best from one another. Social media enables this to happen unrestricted by physical location and in all kinds of extraordinarily creative ways. The New Social Learning is the most authoritative guide available to leveraging these powerful new technologies. Tony Bingham and Marcia Conner explain why social media is the ideal solution to some of the most pressing educational challenges organizations face today, such as a widely dispersed workforce and striking differences in learning styles, particularly across generations. They definitively answer common objections to using social media as a training tool and show how to win over even the most resistant employees. Then, using examples from a wide range of organizations, including Deloitte Touche, IBM, TELUS, and even the CIA. Bingham and Conner help listeners sort through the dizzying array of technological options available and decide when and how to use each one to achieve key strategic goals....



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