



Socialized!: How the Most Successful Businesses Harness the Power of Social (Social Century)

Mark Fidelman

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Most companies today realize the imperative to connect with their customers, employees, and partners through social technologies—Facebook, Twitter, Google+, YouTube, and elsewhere. But a huge challenge is still in the way: how to build programs and teams for accomplishing all that. While organizations have been fixated on how to use the latest social tool, they've lost sight of how to create a talent pool capable of adjusting to the next wave of technology around the corner. For corporations to successfully transform into social business enterprises they must shift the focus from computers and tools to developing skills and attitudes around technology. *Socialized!* represents a “playbook” on how to create such a high-performing social enterprise. Filled with clear strategies and real-life stories from visionaries and change makers, the book is designed to help leaders motivate employees throughout the organization to adopt a “social” mindset, ensuring success against the competition.

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