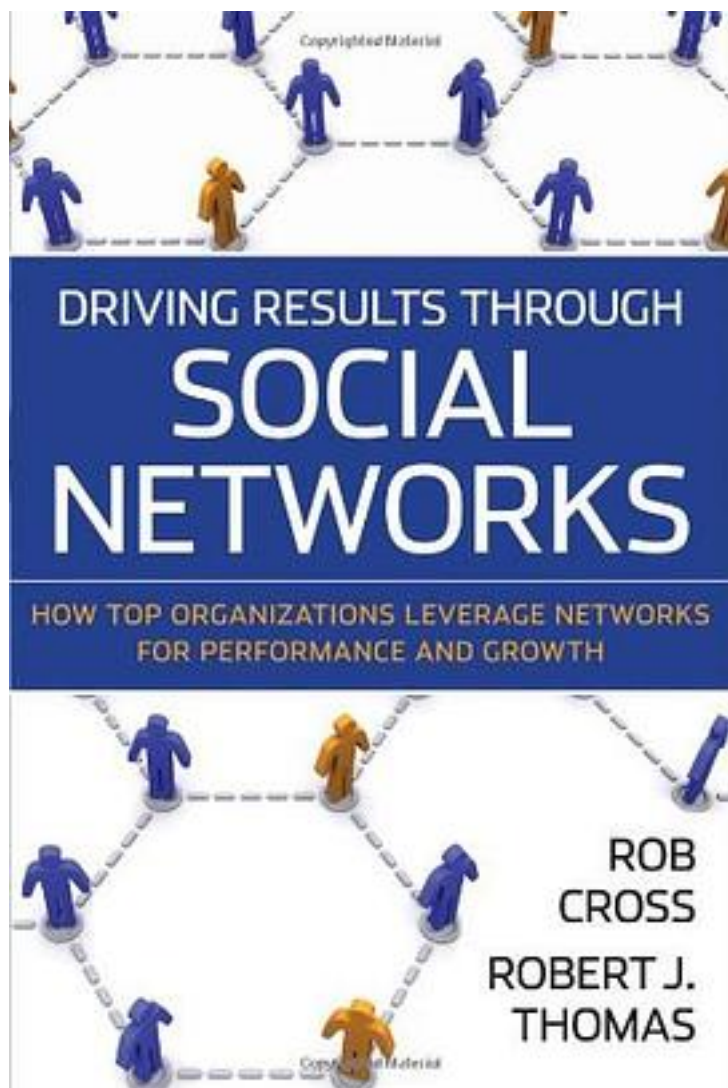


Driving Results Through Social Networks



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著者:Thomas, Robert J.

出版者:

出版时间:2009-1

装帧:

isbn:9780470392492

"Driving Results Through Social Networks" shows executives and managers how to obtain substantial performance and innovation impact by better leveraging these traditionally invisible assets. For the past decade, Rob Cross and Robert J. Thomas have worked closely with executives from over a hundred top-level companies and government agencies. In this groundbreaking book, they describe in-depth how these leaders are using network thinking to increase revenues, lower costs, and accelerate innovation.

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