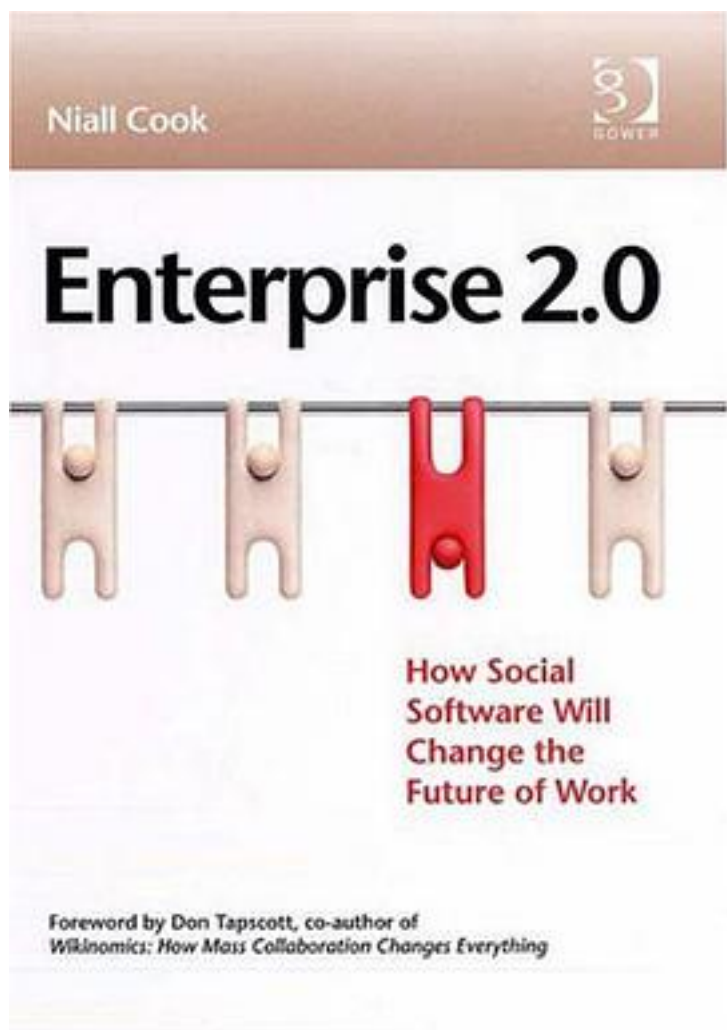# Enterprise 2.0

Enterprise 2.0_下载链接1_

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"Web 2.0" is the portion of the Internet that's interactively produced by many people; it

includes Wikipedia, Facebook, Twitter, Delicious, and prediction markets. In just a few years, Web 2.0 communities have demonstrated astonishing levels of innovation, knowledge accumulation, collaboration, and collective intelligence.

Now, leading organizations are bringing the Web's novel tools and philosophies inside, creating Enterprise 2.0. In this book, Andrew McAfee shows how they're doing this, and why it's benefiting them. Enterprise 2.0 makes clear that the new technologies are good for much more than just socializing-when properly applied, they help businesses solve pressing problems, capture dispersed and fast-changing knowledge, highlight and leverage expertise, generate and refine ideas, and harness the wisdom of crowds.

Most organizations, however, don't find it easy or natural to use these new tools initially. And executives see many possible pitfalls associated with them. Enterprise 2.0 explores these concerns, and shows how business leaders can overcome them.

McAfee brings together case studies and examples with key concepts from economics, sociology, computer science, consumer psychology, and management studies and presents them all in a clear, accessible, and entertaining style. Enterprise 2.0 is a must-have resource for all C-suite executives seeking to make technology decisions that are simultaneously powerful, popular, and pragmatic.

作者介绍:

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评论

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书评

花了一周读完这本书，总体感觉，如果三年前看的话，会给它五颗星。
我觉得这本书最精彩的地方是对用户粘连度的解释。过去的半年时间，陆续有对一些网站的设计和产品定位进行了解，但是出发点都是：分析这款产品的优缺点，以及未来改善发展空间。所以对于分析用户产品粘连度的...

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