Contents

Pref	face	xi
About the Authorx		
1	Human Side of Technology	1
	Rise of the Modern Internet	
	Technology Becomes an Extension of Ourselves	3
	Why We Use the Web	4
	Changed Nature of Work	4
	Technologically Enabled Worker	7
	Key Point	8
2	Sadd Enternation Environment	0
_	Social Network	
	Enterprise Social Network	
	Collaborative Applications	
	Key Point	
	References	
	References	
3	Web 2 to Enterprise 2	21
	Tools That Provide Networking Capabilities	21
	Wikis in Action	25
	Meaning-Based Computing	26
	Semantic Web	27
	Virtual Worlds	29
	Knowledge Management Tools	30
	Mashups	33
	Key Point	35
	References	35
4	Managina Varandadas thumpun Social Enterprising	27
4	Managing Knowledge through Social Enterprising Knowledge Worker	
	Knowledge Management and Knowledge Sharing	_
	Cross-Cultural Differences	
	C1088-Cultular Differences	41

	Organizational Culture's Effect on Knowledge Sharing IT Support's Effect on Knowledge Sharing Techniques for Promoting Knowledge Sharing Worker Study Recommendations for Making It Work Key Point	43 44 45
5	Data of Social Enterprising	57
	Intelligent Systems	
	Semantic Standards	
	Enterprise Information Management	61
	Content Management System (CMS)	
	Document Management Systems/Electronic Document	
	Management Systems	63
	Digital Asset Management	
	Data Mining	
	Key Point	
	References	67
6	People Prep	69
•	A Question of Productivity	
	Social-Based Creativity Development	
	Communications and Group Productivity	
	Promoting Collaboration	
	Verbal Cues	
	Best Practices	
	Expert Interviews	
	Job Aids	
	Knowledge Fairs	
	Knowledge Maps and Inventories	
	Learning Games	82
	Lessons Learned Debriefings	
	Storytelling	
	Key Point	
7	Business Process Social Enterprising	89
•	Marketing to the Masses	
	Virtual Trade Shows	
	Public Relations	
	Marketing Control	
	Social Marketing	
	Risk Management	
	Risk Avoidance	

	Project Management	105
	Example	
	Collaborative Development Environments (CDEs)	107
	Retrofitting a Methodology to Incorporate Social Networking	108
	Key Point	111
8	Social Performance Measurement and Management	113
U	Adopting the Balanced Scorecard	
	Attributes of Successful Project Management Measurement Systems	
	Measuring Project Portfolio Management	
	Project Management Process Maturity Model (PM) ² and Collaboration.	
	Key Point	
	References	
0		
9	Mobile Social Enterprising	
	Pervasive (Ubiquitous) Computing	
	Sensors Mobile Social Networking	
	Software Platforms	
	Security	
	Key Point	
	References	
	TCTCTCTCC5	1
10	Legal, Privacy, and Security Issues	
	Website Legal Issues	142
	Developing Your ePolicy	143
	Security Issues	144
	Web Server Security	149
	Protecting Mobile Devices	
	Key Point	153
Appe	endix A—Social Networking Tools	155
	endix B—Community of Practice Practitioner's Guide	
	endix C—Knowledge Discovery Techniques	
Appe	endix D—Staff Competency Survey	267
Appe	endix E—Behavioral Competencies	273
Appe	endix F—Balanced Scorecard Metrics	279
Appe	endix G—Glossary	291
Appe	endix H—Worker Study Results	301
A	endix I—Computer Use Policy	217

Appendix J—Best Practices Security Checklist	.319
Index	.403