Social Knowledge: Using Social Media to Know What You Know

John P. Girard (Minot State University, USA) and JoAnn L. Girard (Sagology, USA)

For the past two decades, executives have struggled to develop effective ways of sharing what their organizations know. Organizational leaders are now seeking ways to share knowledge with both internal and external stakeholders driven by concerns such as downsizing, the impending retirement of baby boomers, terrorism, and a host of other organizational challenges.

Social Knowledge: Using Social Media to Know What You Know aims to provide relevant theoretical frameworks, latest empirical research findings, and practitioners’ best practices in the area. The book is multidisciplinary in nature and considers a wide range of topics, each of which is related to social knowledge. It is written for professionals who want to improve their understanding of the strategic role of social knowledge in business, government, or non-profit sectors.

Topics Covered:
- Collaborative Socialization of Knowledge
- Creation and Sharing of Knowledge from the Mind/Brain Perspective
- Cross-cultural Knowledge Management
- Cultural Barriers to Organizational Social Media
- Empowering Social Knowledge with Information Technology
- Impact of Social Media
- Organizational Culture
- Participation in Virtual Communities of Practice
- Sharing Social Knowledge
- Social Leadership

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Social Learning from the Inside Out:
Bennet David (Mountain Quest Institute, USA)
Bennet Alex (Mountain Quest Institute, USA)

Chapter 2
Measuring the Impact of Social Media:
Dalkir Kimiz (McGill University, Canada)

Chapter 3
Challenging our Assumptions:
Roff-Wexler Suzanne (Compass Point Consulting, USA)
Donovan Loretta L. (Innovation Partners International, USA)
Rasa Salvatore (im21 (innovation/measurement 21st. century), USA)

Chapter 4
Social Knowledge Case Study:
Gordon Cindy (Helix Commerce International Inc., Canada)

Chapter 5
Social Knowledge in the Japanese Firm
Hentschel Benjamin (Sophia University, Japan)
Haghiri Parissa (Sophia University, Japan)

Section 2: Cultural Aspects of Social Knowledge

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Cultural Barriers to Organizational Social Media Adoption
Miller Andrew (Andrew-Miller.com, USA)

Chapter 7
Organizational Culture:
McBride Paul J. (PHD Student, USA)

Chapter 8
Social Leadership:
Mackintosh Scott Campbell (Gilesgarry Group Consulting, Canada)

Chapter 9
Foundations of Cross-Cultural Knowledge Management
Nguyen Nho T. B (Japan Advanced Institute of Science and Technology, Japan)
Umemoto Katsuhiro (Japan Advanced Institute of Science and Technology, Japan)

Section 3: Social Knowledge Tools, Techniques, and Technologies

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Becoming a Blogger:
Mariano Stefania (New York Institute of Technology, Manama, Kingdom of Bahrain)

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Encouraging Participation in Virtual Communities of Practice within the United States Air Force
Bowerson Nick (TUI University, USA)

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Social Knowledge Workspace
Vasishtha Jagdish K. (CoFounder and CEO Injoos, India)

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Sharing Scientific and Social Knowledge in a Performance Oriented Industry:
Papoutsakis Haris (Technological Education Institute of Crete, Greece)

Chapter 14
Social Knowledge:
Chethan M. (Triumph India Software Services Pvt Ltd., India)
Ramanathan Mohan (Triumph India Software Services Pvt Ltd, India)

Chapter 15
Empowering Social Knowledge with Information Technology:
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