

Business Goes Virtual: Realizing the Value of Collaboration, Social and Virtual Strategies

By: Dr. Cindy Gordon, John Girard, and JoAnn Girard

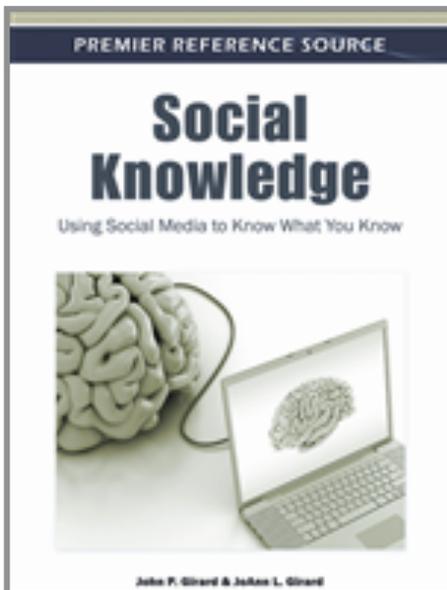
This book combines academic theory with real world, practitioner success stories to provide executives with a summary of current best practices. It examines five virtual business strategies that are showing unprecedented opportunity. The Any Place, Any Time strategy focuses on providing high quality service 24/7 by ignoring traditional geographic challenges.

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Social Knowledge - Case Study: Innovation Linked To the Collaborative Socialization Of Knowledge

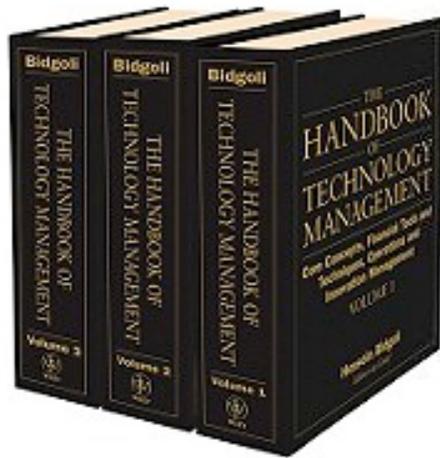
By: Dr. Cindy Gordon

The premise of this chapter from *Social Knowledge* is that Innovation Growth is tightly tied to the collaborative process of socializing knowledge. Case examples from leading companies leading the way in socializing knowledge leading practices will be profiled. These companies will be a mix of new stories from a mix of both profit and not for profit organizations, in a mix of industries while the leaders of these organizations recognize that the socialization process of knowledge is core key to innovation growth.

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The Handbook of Technology Management –

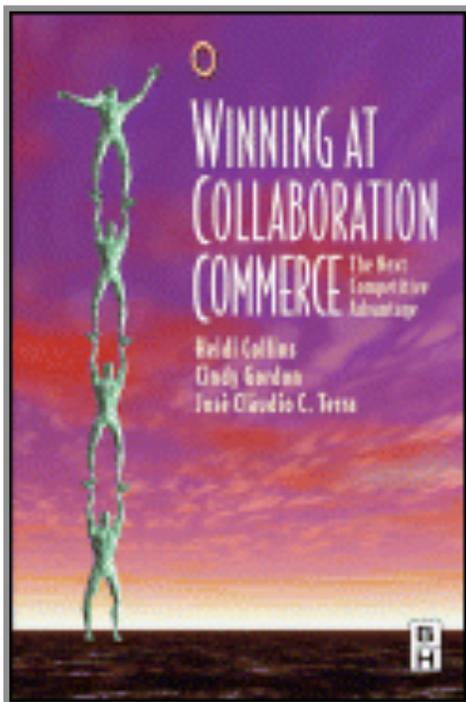
3 Volume Set

Editor: Hossein Bidgoli

The Handbook of Technology Management offers a comprehensive handbook series with core information and technology management topics, practical applications, and coverage of the emerging issues in technology and innovation management fields. Edited by the renowned Hossein Bidgoli, with contributions from leading authorities in the field, the three volumes feature basic and advanced topics for students, educators, and practitioners.

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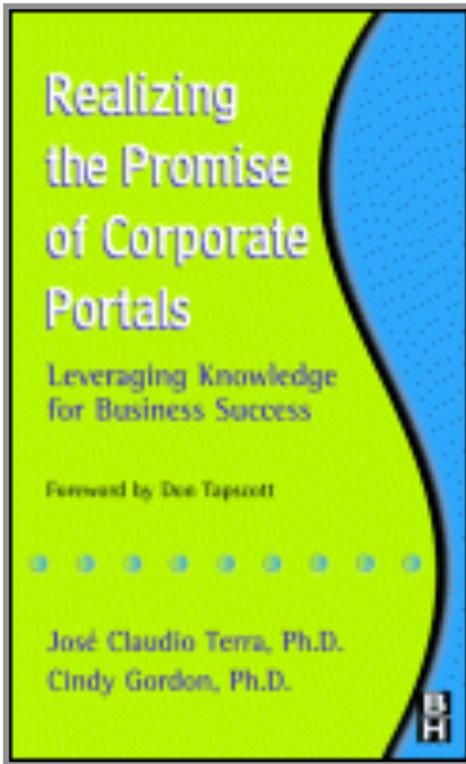
Winning at Collaboration Commerce: The Next Competitive Advantage

By: Heidi Collins, Dr. Cindy Gordon, and José Claudio Terra

Real time Collaboration Enterprise is the new business model for market domination. Billions of dollars will be spent in this field, and by 2007 the majority of Global 1000 enterprises will be deploying real-time collaboration business processes to be a core of their business portfolios. Based on their extensive experience with cutting-edge technology, the authors discuss how to successfully implement collaboration commerce solutions, reporting lessons learned from leading companies such as P&G, Astra Zeneca, SAP, and Microsoft. This book is primed for executives charged with improving efficiency and revenue across the value chain, CEOs, CFOs, and VPs of IT.

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Realizing the Promise of Corporate Portals:

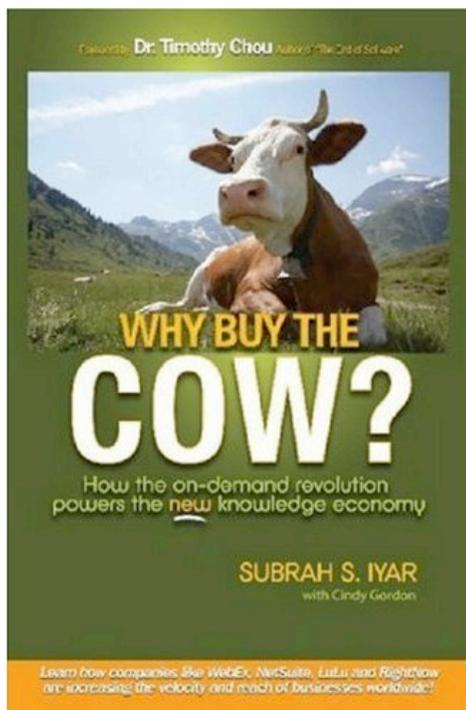
Leveraging Knowledge for Business Success

By: José Claudio Terra, and Dr. Cindy Gordon

Thoughtful and provocative, *Realizing the Promise of Corporate Portals* illustrates the vast potential of corporate portals and what your company can do to implement them for business success. Based on the authors' extensive backgrounds and consulting focused on implementing corporate portals this exciting new book extends IT theory into business strategy. Terra and Gordon explore the components and architecture of typical corporate portals and fundamental issues in knowledge management. Geared for decision makers at the executive level, this book provides a comprehensive view of the market landscape, powerful and detailed case studies, and collected best practices and lessons learned to help organizations successfully implement corporate portals. For CIOs, CKOs, people managing information and knowledge in organizations, systems integrators, IT and organizational consultants, HR senior managers responsible for organizational design and KM.

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