



Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World

Matthew Fraser, Soumitra Dutta

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The rise of social networks like Facebook, MySpace, and Bebo is changing the way we see ourselves, how we interact with each other, how we work, and how we do business on a daily basis. *Throwing Sheep in the Boardroom* explores the powerful forces driving the social-networking revolution, the impact of these profound changes, and the far reaching consequences of social networking.

Detailing the way social networks affect both individuals and societies as a whole, the book offers a detailed focus on the ways social networking affects the world of business and work. The generation entering the workforce today - and entering boardrooms everywhere - is fully engaged with social networking and its uses. Rather than feeling threatened and paranoid, today's business leaders need to understand this phenomenon, accept that it won't go away, and embrace its power in the world of business.

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