An Excellent Addition to Your Library!

Released: July 2013

Handbook of Research on
Enterprise 2.0: Technological, Social, and Organizational Dimensions

Part of the Advances in Business Information Systems and Analytics (ABISA) Book Series

Maria Manuela Cruz-Cunha (Polytechnic Institute of Cavado and Ave, Portugal), Fernando Moreira (Portucalense University, Portugal), and João Varajão (Universidade de Trás-os-Montes e Alto Douro, Braga, Portugal)

Workplace technology is evolving at an accelerated pace, driving innovation, productivity, and efficiency to exceedingly high levels. Businesses both small and large must keep up with these changes in order to compete effectively with fellow enterprises.

The Handbook of Research on Enterprise 2.0: Technological, Social, and Organizational Dimensions collects the most recent developments in evaluating the technological, organizational, and social dimensions of modern business practices in order to better foster advances in information exchange and collaboration among networks of partners and customers. This crucial reference supports managers and business professionals, as well as members of academia, IT specialists, and network developers in enhancing business practices and obtaining competitive advantage.

Topics Covered:

- Applications and Solutions
- Collaborative Work
- Diversification
- Emerging Technologies
- Mobile Enterprises
- Organizational Learning
- Social Networks
- Standards and Models
- Technological Developments
- Web 2.0 Tools

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.
Enclosed is check payable to IGI Global in US Dollars, drawn on a US-based bank

- [ ] Credit Card  - [ ] Mastercard  - [ ] Visa  - [ ] Am. Express

3 or 4 Digit Security Code: _____________________________

Name on Card: ________________________________________

Account #: ____________________________________________

Expiration Date: ____________________________