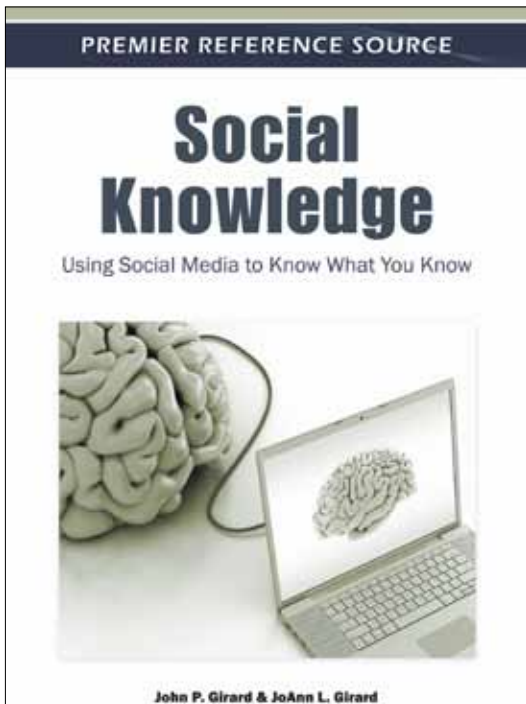


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## Social Knowledge: Using Social Media to Know What You Know



ISBN: 9781609602031; © 2011; 358 pp.

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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

**Market:** This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

**John Girard** (PhD) is an associate professor at Minot State University where he is the lead professor for knowledge management. John teaches graduate and undergraduate management courses and conducts research examining the relationships existing between information anxiety, organizational memory loss, and contemporary knowledge management theories. In 2004, whilst acting as Director of Knowledge Management at National Defence Headquarters in Ottawa, he accepted an Associate Professorship at Minot State University, retiring at the rank of Lieutenant-Colonel. John is an award-winning researcher who speaks regularly on the subject of knowledge management and how enterprises may reap the benefits of creating and exchanging organizational knowledge. He has spoken in the US, Canada, Europe, Asia, Africa, Australia, and South America at such events as KM World, APQC's Knowledge Management Conference, the World Congress on Intellectual Capital, KM Australia, and many others events.

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