Harnessing Social Media as a Knowledge Management Tool

Part of the Advances in Knowledge Acquisition, Transfer, and Management Book Series

Ritesh Chugh (Central Queensland University, Australia)

Description:

Knowledge is a valuable resource that must be managed well for any organization to thrive. Proper knowledge management practices can improve business processes by creating value, however, the available tools meant to aid in the creation, collection, and storage of information have drastically changed since the emergence of social media. By using this collaborative online application for engaging with information, organizations are able to precisely disseminate knowledge to the correct audience.

Harnessing Social Media as a Knowledge Management Tool explores the usage of social media in managing knowledge from multiple dimensions highlighting the benefits, opportunities and challenges that are encountered in using and implementing social media. This publication endeavors to provide a thorough insight into the role of social media in knowledge management from both an organizational and individualistic perspective.

Readers:

This book elucidates emerging strategies perfect for policy makers, managers, advertisers, academics, students, and organizations who wish to effectively manage knowledge through social media.


Topics Covered:

- Big Data
- Conflict Studies
- Crowdsourcing
- Cybersecurity
- Knowledge Sharing
- Medical Tourism
- Political Marketing
- Primary Education Online

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