

## The collaborative organization : a strategic guide to solving your internal business challenges using emerging social and collaborative tools

Morgan, Jacob, author

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### Abstrak

Solve business problems, uncover new opportunities, and ignite innovation using the newest collaborative technologies. The Collaborative Organization gives you a strategic approach to building, implementing, and using social and collaborative technologies--such as those created by Jive and Yammer--to create innovative products, solve business problems, and create new processes that will foster lasting success and growth. Jacob Morgan is the principal and cofounder of Chess Media Group, which helps organizations understand how to use social and collaborative tools to solve business problems.