



Enterprise 2.0: How Technology, eCommerce, and Web 2.0 Are Transforming Business Virtually

Tracy Tuten

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Every day, business leaders read about the shift in essential business practices and consumer-buying behavior brought about by the Internet. This two-volume set introduces readers to these shifts and shows them the way forward.

Enterprise 2.0: How Technology, eCommerce, and Web 2.0 Are Transforming Business Virtually considers two levels of impact for organizations embracing Enterprise 2.0—macro and micro. Volume one considers the strategic components of the Enterprise, with emphasis on the specific tools available; applications in the organization such as content management, public relations, and cloud computing; and guidelines for protecting the organization, including legal best practices. Volume two considers the behavioral components of the Enterprise, including human resource implications and consumer behavior related to social media. The managerial implications of Enterprise 2.0 are also explored, with a focus on the use of virtual teams, recruiting with social media, and organizational behavior in a virtual environment, among other topics.

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