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Enterprise 2.0: New Collaborative Tools for Your Organization's Toughest Challenges @inproceedings{McAfee2009Enterprise2N, title={Enterprise 2.0: New Collaborative Tools for Your Organization's Toughest Challenges}, author={Andrew McAfee}, year={2009} } Andrew McAfee "Web 2.0" is the portion of the Internet that's interactively produced by many people; it includes Wikipedia, Facebook, Twitter ...

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My book Enterprise 2.0: New Collaborative Tools for Your Organization's Toughest Challenges will be published this fall by Harvard Business Publishing. It represents the culmination of research I've been doing since the spring of 2006, when I coined the phrase "Enterprise 2.0" in a Sloan Management Review article and started a blog. The book is about the business use and business ...

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Andrew McAfee has long been one of the most astute of the Enterprise 2.0 (E2.0) world. In fact, he is credited with defining the term Enterprise 2.0 in his seminal article "Enterprise 2.0: The Dawn of Emergent Collaboration" (MIT Sloan Review, Spring 2006).

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Enterprise 2.0 is the corporate integration of online social networking and collaborative technologies into a company's business processes. The purpose of Enterprise 2.0 is to flatten and democratize a company's communications with its customers, partners and employees. Techopedia explains Enterprise 2.0

What is Enterprise 2.0? - Definition from Techopedia

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5,0 von 5 Sternen Enterprise 2.0: New Collaborative Tools for Your Organizations Toughest Challenges. Rezension aus Deutschland vom 3. Dezember 2009. All you ever wanted to ask about Enterprise 2.0 but did not know whom to ask. First of all, I have enjoyed reading this book. I have started thinking about Enterprise 2.0 and Web 2.0 some time ago and started reading blogs, papers and books. This ...

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Andrew McAfee may have been a Web 2.0 skeptic before he coined the phrase "Enterprise 2.0" in 2006, but now he's a believer. He makes the case in his long-awaited book, Enterprise 2.0: New Collaborative Tools for Your Organization's Toughest Challenges (Dec. 1, Harvard Business Press). While collaborative tools like Twitter and Facebook have enjoyed astounding success in the consumer realm ...

[The Rise of Enterprise 2.0 - CIO Insight](#)

Enterprise Web 2.0 enthusiasts, widely referred to by the term 'evangelist', adopt a language of transformation and cultural shift. For them Enterprise Web 2.0 promises to revitalise organisations by harnessing the 'wisdom of crowds' and helping companies face the challenges of a dynamic, digital and volatile environment.

[Adopting Enterprise Web 2.0 collaborative technologies in ...](#)

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