

The social economy: Unlocking value and productivity through social technologies



In just a few years, the social phenomenon has swept the globe, drawing more than 1.5 billion people into online social communities. One in five hours spent using the Internet is used to socialize, share information and content, and connect to communities of shared interest. More than two-thirds of corporations report using social technologies in their business, and consumer-facing companies are finding new ways to connect with consumers and generate rich new insights for product development and marketing purposes. In this report, the McKinsey Global Institute analyzes the potential economic impact of social technologies. Based on in-depth analyses of how social technology can be used in five economic sectors (four commercial sectors, plus the social sector), MGI has identified a series of value levers that can be applied across the value chain and within and across enterprises.

Why do so few companies capture the full value of social technologies? of socials estimated economic value stems from improved collaboration and communication integrated business- and cultural-change program that drives productivity, so staff can start using the tool and make it part of their daily work seamlessly. Read The social economy: Unlocking value and productivity through social technologies book reviews & author details and more at . Free delivery on The social economy: Unlocking value and productivity through social technologies [McKinsey Global Institute, Michael Chui, James Manyika, Jacques Bughin, A recent study by McKinsey The social economy: Unlocking value and productivity through social technologies amongst 4,200 executives By using social technologies, companies can raise the productivity of knowledge workers by 20 to 25 percent. Yet the McKinsey Global Institute (MGI) finds that twice as much potential value lies in using social tools to enhance communications, knowledge sharing, and collaboration Achetez et téléchargez ebook The social economy: Unlocking value and productivity through social technologies (English Edition): Boutique Kindle - MISThe social economy: Unlocking value and productivity through social technologies eBook: Hugo Sarrazin, Charles Roxburgh, Richard Dobbs, Jacques Bughin, tivity th ro ugh so cia l te c h n olo g ie s. McKinsey Global Institute. The social economy: Unlocking value and productivity through social technologies. July 2012 Social technologies distinguish themselves through the following three characteristics: 1. They are enabled by information technology. McKinsey & Company l.tivity th ro ugh so cia l te c h n olo g ie s. McKinsey Global Institute. The social economy: Unlocking value and productivity through social technologies. July 2012 cia l te c h n olo g ie s. McKinsey Global Institute. The social economy: Unlocking value and productivity through social technologies. July 2012