

# Enterprise 2.0

How Social Software Will  
Change the Future of Work

NIALL COOK

GOWER

# Introduction

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**H**ave you ever wondered why there has been so much fuss about social software – whether focused externally on consumers or internally on employees – amongst those who use it, create it, report on it, and invest in it?

Perhaps you are one of those tasked with introducing blogs, wikis or social networks into your organization alongside all your existing technologies? Maybe you know you ought to be thinking about it, but just don't know how to get started?

Or perhaps you are one of the many internal or external technology and change management advisers who need to educate clients asking for 'some of that social software stuff'.

Whatever has brought social software into your world, my intention in this book is to:

- shine a light on the current interest in social software inside the enterprise;
- ask what the concept means;
- test whether it really is different to existing 'enterprise software' or simply a repackaging of old ideas;
- provide examples of how different organizations are using social software;
- propose a practical framework for those who want to implement social software in their businesses;
- address some of the implications of introducing social software for leaders, internal and external advisers, and employees themselves;
- summarize how organizations are using social software outside the firewall to communicate, share, collaborate and connect with partners, customers and other constituencies;

- provide a review of relevant literature and sources for further reference.

The book is purposely divided into four parts, providing context, focus, practice and further consideration, allowing the reader to read from cover to cover, jump into a specific section, or refer back to the relevant parts at the appropriate time.

In this collaborative age, this book is just the beginning of the conversation. At the end of the main text you will find details of the wiki that has been created to encourage you to contribute your thoughts and opinions on everything you read here.