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Essential reading for business leaders eager to redefine the rules of the game, The Executive's Guide to Enterprise Social Media Strategy quickly brings your business up to speed on the most effective social media strategies. Based on dozens of in-depth interviews with top executives and thought leaders at major corporations including IBM, Salesforce.com, Accenture, Intuit, SocialText, Newell Rubbermaid, H&R Block, Mayo Clinic, and SAS, this book reveals.

The Executive's Guide to Enterprise Social Media Strategy ...

An executive level guide to implementing or extending an enterprise risk management (ERM) framework in an organization. Avoiding complex modeling topics, and unnecessary theory, this book cuts to the heart of the topic, describing what ERM is, why it is important, what constitutes ERM and how it can be implemented to add value to an organization.

The Executive Guide to Enterprise Risk Management ...

Now it is poised to revolutionize communications and collaborative business processes. This book provides you with an actionable framework for developing and executing successful enterprise social networking strategies.

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38. Can a company "partially" adopt the COSO Enterprise Risk Management -- Integrated Framework with success? 22 The Role of Executive Management 39. Who should participate in the ERM process, and how? 23 40. Must the CEO be fully engaged in the ERM process or system for it to be successful, or can he or she delegate it to someone else? 23 41.

Guide to Enterprise Risk Management

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