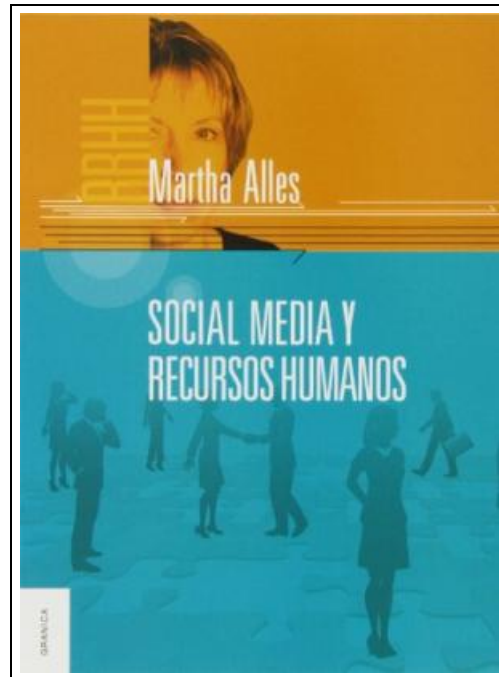


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Ediciones Granica, S.A. Paperback. Condition: New. 180 pages. Dimensions: 9.1in. x 6.8in. x 0.8in. Martha Alles es la autora mas difundida en materia de Recursos Humanos. Sus obras se utilizan hoy como textos de estudio en la mayoría de las universidades latinoamericanas. En esta nueva obra encara un tema de candente actualidad. Hoy resulta comun escuchar y ver la enorme difusion de redes sociales como MySpace LinkedIn y Facebook; blogs microblogs bookmarking media sharing; sitios que ofrecen la posibilidad de compartir fotos y videos como Flickr y YouTube; foros y mensajes. Todas estas posibilidades ya han cambiado radicalmente nuestros usos y costumbres. En Social Media y Recursos Humanos Martha Alles analiza las implicancias del desarrollo explosivo de estas nuevas tecnologias de comunicacion social en la funcion de Recursos Humanos de cualquier organizacion. Así la autora presenta temas como: politicas sobre social media; social media y seleccion de personas; reclutamiento 2.0 y headhunting 2.0; Web 2.0 y los subsistemas de Recursos Humanos; como gestionar social media dentro de la organizacion; nueva era de la colaboracion: wikis y otras aplicaciones; blogs; microblogs y comunicacion instantanea; redes sociales dentro de la organizacion y desarrollo de competencias y social media. En resumen un completo panorama de la forma en que deberan gestionarse los recursos humanos en esta nueva era de la comunicacion. Esta obra esta dirigida a un publico amplio. En palabras de la autora: Entre los lectores imagino dos posibles variantes. Los entusiastas y los que se resisten. A los primeros les sugiero ser cautelosos en todo momento. A los que se resisten les ruego tener en cuenta que algunos aspectos de la realidad no se pueden modificar. Por lo tanto primero hay que comprender el alcance de social media y luego ver sus posibles aplicaciones. This item ships from...



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