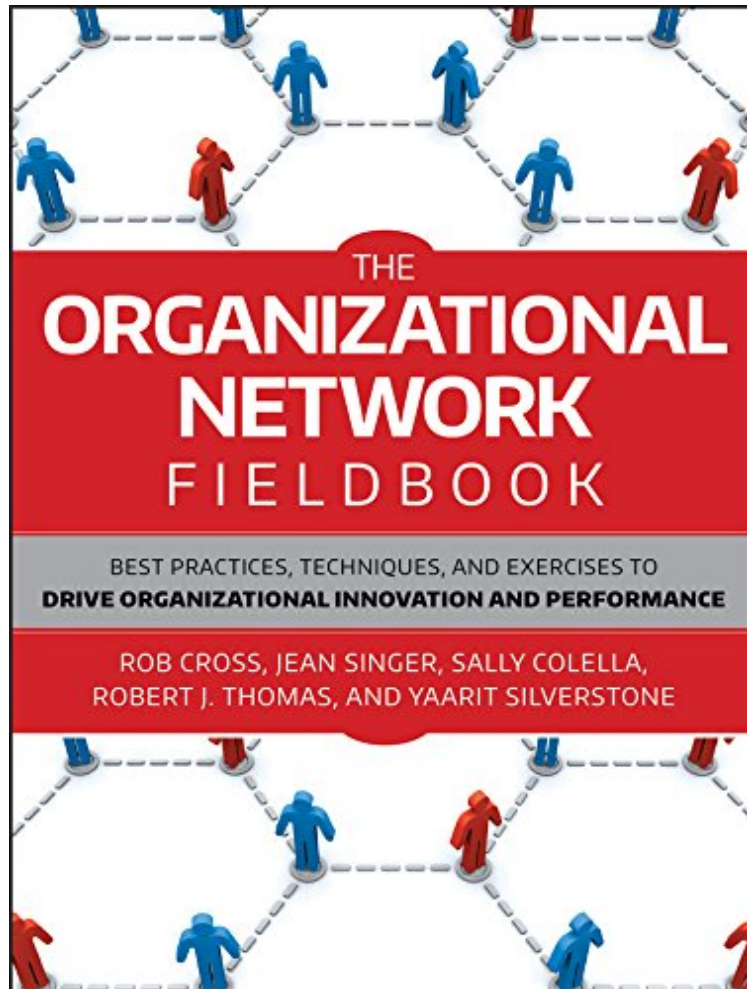


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Robert L. Cross, Jean Singer, Sally Colella, Robert J. Thomas, Yaarit Silverstone

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"This is the ultimate resource for practitioners who want to implement insights from organizational network analysis and thinking. Dozens of concrete examples, interventions, and practical advice from network experts show you what you can do to strengthen networks and boost performance. This book is essential for anyone in business, government, or consulting who wants to get network thinking from analysis to action in organizations."mdash;Wayne Baker, professor of management and organizations, Stephen M. Ross School of Business, University of Michigan "What a great idea this book is! The Organizational Network Fieldbook will demand to be read by anyone undertaking any social network efforts in their organization. It is not only a unique book, but it is also very well thought-out, finely written, and exceptionally pragmatic. It's a great achievement for the authors and a great boon to all practitioners."mdash;Larry Prusak, researcher and consultant, and the founder and former director of the Institute for Knowledge Management In this practical companion to the best-selling Driving Results Through Social Networks, the authors draw on their network-building activities in organizations such as ConocoPhillips, 3M, and the United States Department of Defense in order to provide a compilation of highly practical approaches to help leaders shift their focus from formal organizational structures to a better understanding of flexible networks.

About the Author Rob Cross is an associate professor at the McIntire School of Commerce at the University of Virginia, where he specializes in organizational behavior. Professor Cross directs research into social network analysis for The Network Roundtable, a consortium of 100 organizations. Jean Singer is an organizational consultant specializing in the use of social network principles and techniques to drive performance. Sally Colella works with leaders and teams to create and leverage networks that support learning, results, and satisfaction. Robert J. Thomas is the executive director of Accenture's Institute for High Performance and a professor at the Brandeis University International Business School. Yaarit Silverstone is the managing director responsible for organization effectiveness offerings and capabilities within Accenture's Talent and Organization Performance practice.