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Decision Sourcing: Decision Making for the Agile Social Enterprise

Dale Roberts, Rooven Pakkiri

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We are living in the post-information age, the era of so-called 'Big Data'. It is a practical possibility for corporations to report, chart and analyse every action, transaction and click that happens inside and outside their business. In Decision Sourcing Roberts and Pakkiri examine what this means to organisational decision making. They explode the myth that good decisions need only be informed ones through an examination into how business really make choices. They lay bare the poverty of decision making processes in todayâ€™s corporate world and offer fresh and fascinating insight into how social tools are providing new sources of information, how they are challenging hierarchy and how they are providing opportunities for growth and agility through aligned and inclusive decision making. This book is for those organisations that want to get beyond the corporate Facebook account and are ready for the next bold step. It is for those businesses that want to engage their workforce and their customers in collaborative relationships that are at the heart of the successful social enterprise.

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