



An Infinite Number of Monkeys: A Guide to Effective Business Communications

Mike Barnes

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Perplexed by the business value of social media? Not sure how to build an effective information system for your organization? Mike takes us on a safari through the communications jungle, to see how the monkeys that inhabit the modern office can bring out their brilliance through electronic collaboration. In a book which covers topics as diverse as cloud solutions and the mind shift required to turn your organisation into an anarchy (and why you might want to do so), we are shown how the smartest organisations can use the tools of the information age to boost productivity. We learn how information, the life-blood of any organisation and the route to value-creation, happy teams and loyal customers, can be turned from a passive resource to a highly active one. The book looks specifically at how communications have evolved, and where it's all heading, and covers such topics as unified communications, social media and social networking, cloud services, managed services, "Bring Your Own Device" issues, security, and the important issue of identity, and how to prove it. If you want to be a smart monkey, rather than just one of an infinite number of keyboard jockeys, then you need to read this book.

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