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4th Edition

USING **SOCIAL MEDIA** AT WORK:

IS IT ETHICAL?

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OR A **PROMOTION**, DEVELOP

LEADERSHIP SKILLS NOW!

CH 10

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4th Edition

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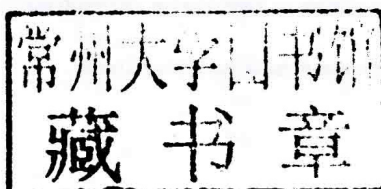
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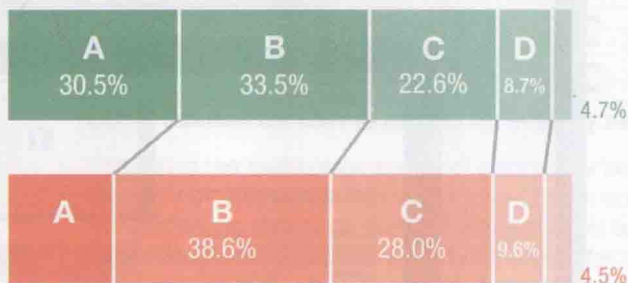
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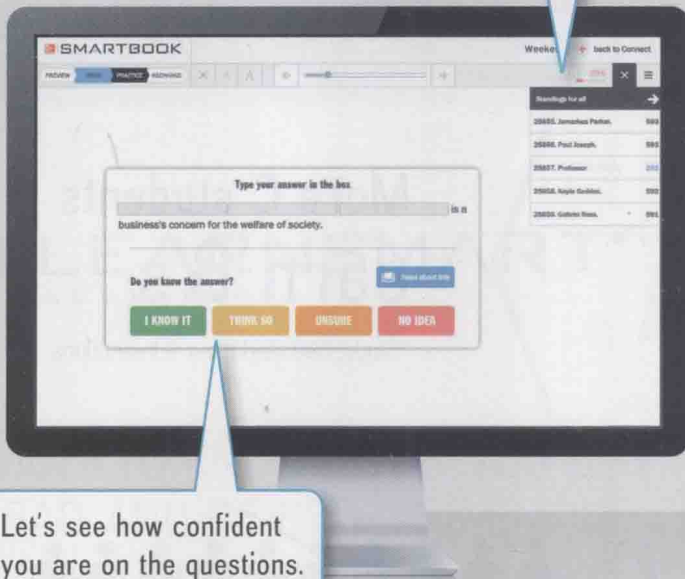
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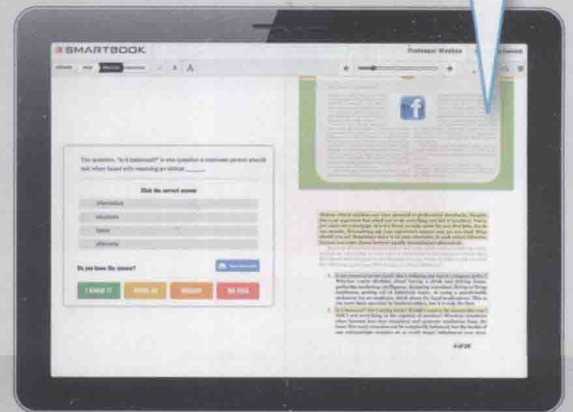


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Chapter Changes

Chapter 1

- Expanded coverage on topics to emphasize global/international issues.
- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- New organizations and topics, including Baidu's innovative approach to video; the growth of Pinterest, Google+, Tumblr, and Facebook as social networking sites; PepsiCo's plan to aid veterans; Starbucks mobile app card success; Mary Barra's leadership at GM; and Tesla sales.
- Updated research covering changing employee demographics through 2020.

Chapter 2

- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- Added more global and international company examples.
- Updated concepts, including the inclusion of the concept "big data" to the quantitative management section.
- New applied examples and cases.
- Addition of new green case titled: "Are Companies Really Shifting to Green Power?"

Chapter 3

- Trimmed chapter length and revised content to include updated information.
- New coverage of the intense competition in the downloadable app industry and a new discussion of shoe industry competition between Nike and Reebok.
- Updated section on labor force projections from 2012 through 2022.
- New and updated features, cases, and notes.
- New current events include Oreo's tweet during the power outage of the 2013 Super Bowl, Google's new products including the smart watch, Alcoa's guilty plea to violating the Foreign Corrupt Practice Act, and the struggle between Russia and Ukraine over the control of Crimea.

Chapter 4

- Updated chapter coverage of ethical issues, including issues surrounding employees' use of social media in the workplace.
- New exhibit: "Partial List of Steps Organizations Can Take to Meet SOX Guidelines."
- New "Did You Know?" example about amount/type of unethical behavior in *Fortune* 500 companies.

- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- Updated coverage of ethical issues, including Penn State's Sandusky situation, the garment factory building that collapsed in Bangladesh that killed more than 400 workers, and cyclist Lance Armstrong admitting to using performance-enhancing drugs and being stripped of his seven Tour de France titles.

Chapter 5

- Trimmed chapter length and revised content to include updated information.
- New and updated chapter cases, examples, and graphics.
- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- New exhibits: "Three Common Plans Used by Organizations" and "Elements Included in an Environmental Analysis."
- Updated current events, including Wells Fargo's cross-selling strategy, GE Honda's jet engines, Unilever's and Google's mission statements, and Facebook's purchase of WhatsApp.

Chapter 6

- Trimmed chapter length and revised content to include updated information.
- Updated materials featuring the State New Economy Index, U.S. franchises, and a new green case on IKEA.
- New quotes from Zappos' Tony Hsieh and Virgin Group's Richard Branson.
- Updated organizations and topics, including Elon Musk and Tesla, Zazzle's customizable products, Oprah Winfrey's OWN turning a profit in 2013, and National Business Incubation Industry statistics.
- New section on long-lasting business partnerships, featuring Twitter's Evan Williams, Biz Stone, and Jack Dorsey; Microsoft's Bill Gates and Steve Ballmer; Imagine Entertainment's Brian Grazer and Ron Howard; the New York Yankees baseball franchise's Joe Torre and Don Zimmer; and Google's Sergei Brin and Larry Page.

Chapter 7

- Updated information and facts in several passages throughout chapter.
- New green case about New Belgium Brewing titled: "Can a Brewery Be a Force for Good?"
- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- Updated featured organizations, including Facebook, King (Candy Crush Saga), John Deere, and Yahoo!.

Chapter 8

- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- New exhibit: "Practical Guidelines for Conducting a Termination Interview" as well as three new updated or redesigned exhibits.
- Updated section on pensions.
- Addition of featured organizations, including Intuit, NetApp, USA Financial Services, FedEx, National Instruments, Best Buy, Old Navy, CollegeRecruiter, SimplyHired, Mashable Jobs, Dollar General, BMW, and Boeing.

Chapter 9

- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- Updated sections on pensions and Equal Employment Opportunity.
- New exhibits: "Differences between Affirmative Action and Diversity Management Programs" and "Basic Components of a Company's Policy to Prevent Harassment."
- New featured current events, including a SHRM study reported that companies promote diversity by offering work/life balance policies internationally, updated NAFE's list of Top 10 companies for executive women, and an updated Global Diversity Readiness Index Top 5.

Chapter 10

- Trimmed chapter length and revised content to include updated information.
- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- New exhibits: "Sources of Power in Organizations" and "The Path-Goal Framework."
- Featuring new current events, including the "1,000 Start-up Weekends across 100 Countries" event, Mars Exploration Program and Rover Curiosity's progress on the Red Planet, and why Elon Musk of Tesla Motors and SpaceX was named *Fortune's* 2013 Businessperson of the Year.
- Green case features the green power initiatives of Cisco, Georgetown University, Microsoft, and Ohio State University.

Chapter 11

- Trimmed chapter length and revised content to include updated information.
- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- New applied examples, including "Employee Engagement Percentages" and "Happiest Jobs in the United States."
- New people and organizations, including Zappos, TOMS, Madcap Coffee, SpaceX, Healthy Choice, and Anderson Cancer Center.

Chapter 12

- New research featuring the top five attributes of high-performance teams.

- New exhibits: "Superior Team Leaders Excel at These Behaviors" and "A Four-Stage Strategy to Resolve Disputes."
- Updated green case, notes, and research, including a new study on the team cohesion and high performance of the Blue Angels and how David Ogilvy played devil's advocate to the ads produced by his agency's staff.
- New people and organizations, including Ford, Creative Labs, Google Chromebooks, Google Glass, and Google Handouts.

Chapter 13

- Trimmed chapter length and revised content to include updated information.
- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- New and redesigned exhibits, including "An Illustration of a Two-Way Communication Model," "Advantages of Using Electronic Media at Work," and "Example of Reflection in Action."
- New current events, including how Amazon is using informal communication and leaks to create buzz around the expected launch of its new smartphone, how a labor agreement in France prohibits employees from responding to work-related emails after leaving work each day and on weekends, and how Edward Snowden leaks classified National Security Agency documents and data.

Chapter 14

- Trimmed chapter length and revised content to include updated information.
- Included new exhibit, "Common Measures of Performance Standards."
- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- New current events, including GM's 10-year delay in fixing/recalling automobiles with faulty ignition switches; how the scandal at the Phoenix Veterans Administration (VA) Medical Center suggests a lack of control from the VA bureaucracy and leadership; and how TerraCycle launched operations in Norway, Spain, Germany, Ireland, Switzerland, Denmark, Israel, Belgium, Argentina, and the Netherlands.

Chapter 15

- New green case entitled: "How 'Big Data' Contributes to Sustainable Farming."
- Updated content via the addition of several new notes from 2012, 2013, and 2014.
- Featuring new exhibits, including "Four Basic Types of OD Interventions" and "Motivating People to Change."
- New research featuring a text mini case about Uber, the fast-growing driver service company that wants to change the future of logistics, delivery, and travel.
- New current events, featuring the following companies: SSM Health Care, Amazon, Microsoft's Bing Translator, Intel, IQBG, Boeing, Volvo Group, Dongfeng Motor Group, Grey Advertising, American Express, and Whole Foods.

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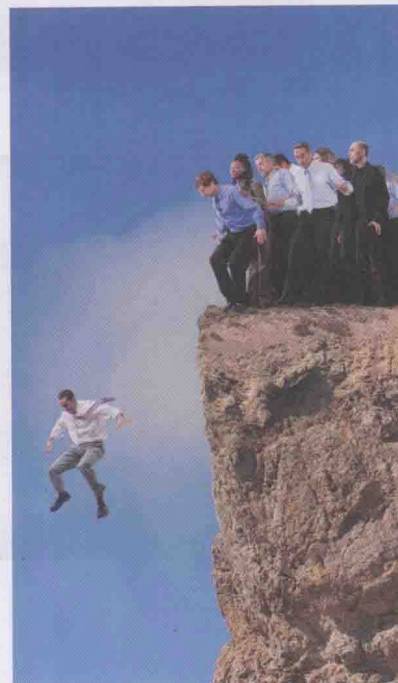
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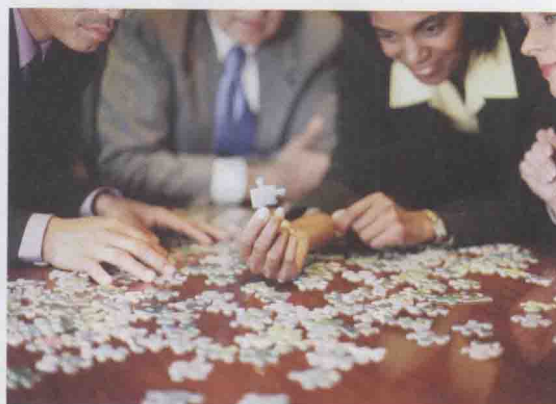
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