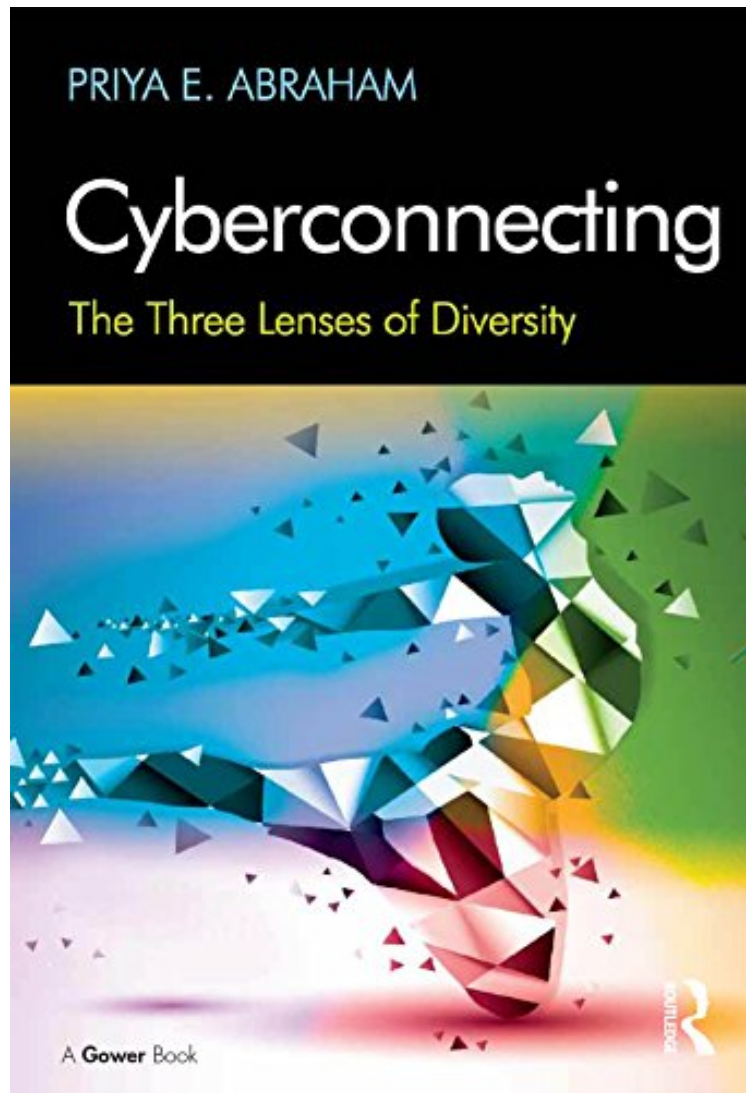


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Cyberconnecting: The Three Lenses of Diversity

Priya E. Abraham

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Priya E. Abraham : Cyberconnecting: The Three Lenses of Diversity before purchasing it in order to gage whether or not it would be worth my time, and all praised Cyberconnecting: The Three Lenses of Diversity:

0 of 0 people found the following review helpful. Must read book for everyone planning to be successful in modern worldBy Dusan Toncicbdquo;Cyberconnectingldquo; is that rare thing, a successful combination of scientific and popular writing approaches. It is easy to read and it and provides valuable practical advice of how to lead change to digital. It emphasizes the importance of human-centric orientation of this transition. The book made clear to me to what extent people development is linked to organisation development, specifically with a view to a sense of belonging. As a person who is whole life operating in diverse environments, this book is an excellent reflection tool. It

represents valuable additional literature to my MBA studies.

The ability of organisations to cyberconnect is becoming increasingly important for superior performance. Cyberconnecting: The Three Lenses of Diversity by Dr Priya E. Abraham explains how to establish connections across technological, cultural and social boundaries, mirrored in organisations succeeding in today's hybrid business world. Some companies create and innovate technology; others use and adopt it; but in the cyberspace, both must closely interconnect tech with human behaviour. Face-to-face and cyber-interactions are at the heart of effective work-based relationships, which in turn increase organisational performance. To build these effective business relations, organisations must foster the discovery muscle - curiosity combined with skills - in individuals. Priya E. Abraham shows how seemingly opposing domains (technology, business anthropology and diversity) best leverage interactions for the benefit of organisation development, using findings from practitioner-focused research conducted when leading complex cross-boundary projects in the telecommunications and mobile learning industries. Tools from business anthropology help uncover people's diverse needs and expectations in a cyberconnected world. Identity portfolios need reflection in development solutions of face-to-face and mobile applications. Solutions uncovered by qualitative research methods help close the gap between human behaviour and tech to engage internal and external stakeholders. The book presents a much-needed strategic framework required for cyberconnecting: 'The Three Lenses of Diversity', designed to organise thinking in the navigation of technological, cultural, and social boundaries.

'Cyberconnecting is more than a good read and a resourceful handbook packed with lively examples and exciting stories illustrating the case in point. This is an up-to-date guide to one of the most important themes in professional life for today and tomorrow - a must for junior and senior professionals in a wide range of careers.' Andre Gingrich, University of Vienna, Austria 'Abraham's impressive book on diversity as process surveys new forms of working and learning (co-creating, gamification) in current and future organisation development (Big Data and the Internet of Everything). Abraham teaches us to leverage diversity and interactions across boundaries to build meaningful connections for success in a cyberconnected business world. She holistically highlights business and digital anthropology in organisational change and development.' Philipp Amann, Transnational Threats Department, Organization for Security and Co-operation in Europe 'Cyberconnecting and its "three lenses" closes a crucial intellectual gap about collaboration. It's a thought-provoking work on leveraging human resources and shaping your business in a virtual world. Abraham gives you the conceptual foundation and tools needed to be successful with your digital initiatives and business transformation. A must read for all those serious on becoming a Social Business.' -- Thomas A. Bryner, World-wide Social Business SWAT Team, IBM About the Author Priya E. Abraham is a former professor and senior consultant at a leading UK business school and start-up entrepreneur. Dr Abraham's strong international orientation and experience was gained by leading multi-million-pound management development projects across Europe, the Middle East and Africa in the telecommunications, energy and airline industries, among others. She holds an MA in cultural anthropology from the University of Vienna and an Executive MBA from the Open University. Her doctoral research in business anthropology at the Universities of Vienna and Stockholm led to the development of the framework 'The Three Lenses of Diversity'. She works at the interface among academia, business and technology.