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## The Hidden Power Of Social Networks

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In fact, formal "org charts" fail to reveal the often hidden social networks that truly drive--or hinder--an organization's performance. In this eye-opening book, Cross and Parker show managers how to find, assess, and support the networks most crucial to competitive success.

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Once this information has been collected, brands can send tailored messages by gender, location, and even their pop-up shop in China. To identify the subscribers who might be interested in attending, the brand looked

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