# AWARE
**Competitive Intelligence for Business Success**

## Social Networking as a Business Information Tool

Arthur Weiss
*ABV-BVD Inforum2009*
*I&D: It's All About People*
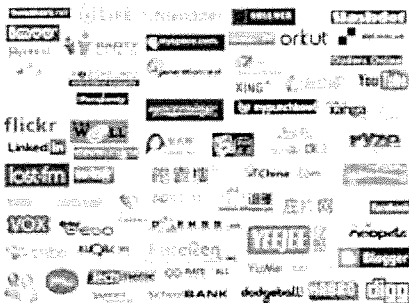
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## Social Networking in Context

- SOCIAL

One individual

- NETWORKING

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## Social Networking in Context

## Global Networks?
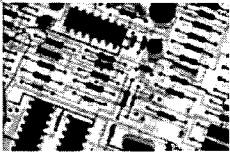
## Social Networking Sites for Business

- LinkedIn    **Linked in**.
- Xing    **XING**
- Ecademy    **ecademy**
- Jigsaw    **Jigsaw**
- Plaxo    **plaxo**
- Ning    **Ning**
- Twitter

## Business Research

People
i.e. primary
research

Computers / Text
i.e. secondary
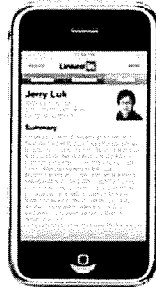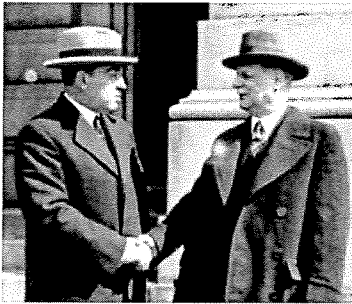research

## Finding Names

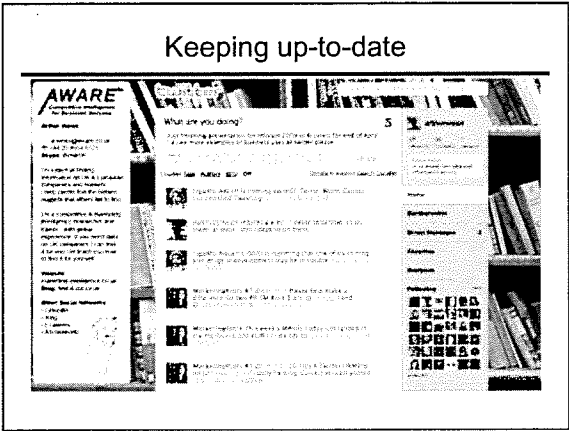Sorry....I can only put you through if you know the name

## Making Connections

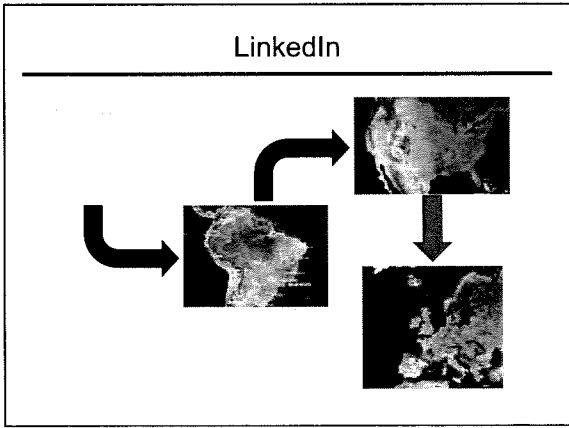## Finding Information

## Keeping up-to-date



## Case Study

**The target:**
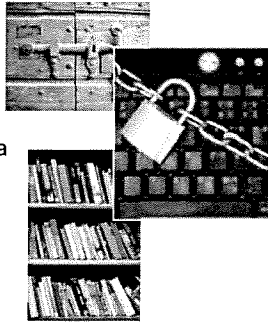A particular brand within a leading global food manufacturer

**The research requirement:**
1) Identify the management organisation structure within Europe

2) Identify the product development processes used for the brand



## LinkedIn

## Issues for the future

- Privacy

- Online security

- Ownership of data

- Real-life
  networking?

## Thank You

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