



Monkeys with Typewriters: Myths and Realities of Social Media at Work

Jemima Gibbons

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The Internet is a creative destroyer which, positively or negatively, has had a significant impact in every sector of industry - shrinking value chains, removing barriers to entry, disrupting business models, slashing transaction costs... MONKEYS WITH TYPEWRITERS thoroughly debunks the idea that social media are an amateurish distraction for today's organisations. It addresses their true impact on the workplace, asking: What new concepts and values are being introduced? How is executive power being eroded? What are the risks and benefits of increasingly open systems? What can managers do to ensure a smooth transition to a more innovative, collaborative working environment? The book is distilled from interviews with more than 50 thought leaders in the social web: executives at Google, Yahoo and Salesforce; developers at MySpace and Microsoft; and web pioneers like Tim O'Reilly and Craig Newmark. It is packed with insights from CEOs of small, savvy start-ups, as well as lessons from senior staff from multinationals like British Telecom, Ford, IBM and Shell. MONKEYS WITH TYPEWRITERS identifies key behaviours in social media and relates these to current business practice. These behaviours are proposed as a practical framework, which can be actively applied to create happier, more productive organisations. The comprehensive glossary of social media terms will be useful to social media novices and experienced users alike. 'A timely and thoughtful reflection on how the social web is developing in London, both online and off' - Lloyd Davis, Founder, Tuttle Club 'Great insights into past and present notions of what it takes to be a leader' - David Wilcox, Social Reporter 'Jemima's book captures the Zeitgeist' - Joanne Jacobs, Social Media Expert Consultant

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