

The Social Economy: Unlocking Value and Productivity Through Social Technologies by McKinsey Global Institute, Michael Chui, James Manyika, Jacques Bughin, Richard Dobbs, Charles Roxburgh, Hugo Sarrazin, Geoffrey Sands & Magdalena Westergren

Author	: McKinsey Global Institute and Others
File Size	: 34140 kb
Status	: Available
Last Access	: 29 minutes ago



Description *The Social Economy: Unlocking Value and Productivity Through Social Technologies* by McKinsey Global Institute, Michael Chui, James Manyika, Jacques Bughin, Richard Dobbs, Charles Roxburgh, Hugo Sarrazin, Geoffrey Sands & Magdalena Westergren

In just a few years, the “social” phenomenon has swept the globe, drawing more than 1.5 billion people into online social communities. One in five hours spent using the Internet is used to socialize, share information and content, and connect to communities of shared interest. More than two-thirds of corporations report using social technologies in their business, and consumer-facing companies are finding new ways to connect with consumers and generate rich new insights for product development and marketing purposes. In this report, the McKinsey Global Institute analyzes the potential economic impact of social technologies. Based on in-depth analyses of how social technology can be used in five economic sectors (four commercial sectors, plus the social sector), MGI has identified a series of value “levers” that can be applied across the value chain and within and across enterprises.



The social economy:
Unlocking value and
productivity through
social technologies



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