



Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World

By Matthew Fraser, Soumitra Dutta

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The rise of social networks like Facebook, MySpace, and Bebo is changing the way we see ourselves, how we interact with each other, how we work, and how we do business on a daily basis. *Throwing Sheep in the Boardroom* explores the powerful forces driving the social-networking revolution, the impact of these profound changes, and the far reaching consequences of social networking.

Detailing the way social networks affect both individuals and societies as a whole, the book offers a detailed focus on the ways social networking affects the world of business and work. The generation entering the workforce today—and entering boardrooms everywhere—is fully engaged with social networking and its uses. Rather than feeling threatened and paranoid, today's business leaders need to understand this phenomenon, accept that it won't go away, and embrace its power in the world of business.

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Editorial Review

Review

"...looks at the power and impact social networking sites are having in our personal and professional lives."
(*The Daily Telegraph*, November 11th 2008)

From the Back Cover

Throwing Sheep in the Boardroom is the first book written for a wide audience about the powerful trend that is reshaping your life: the Web 2.0 social networking revolution. *Throwing Sheep in the Board* is about how the Web 2.0 revolution is transforming your life, your work, and your world.

Combining a pop sociology approach with rigorous analysis rich in economic history and organizational behaviour, Matthew Fraser and Soumitra Dutta have written a lively and provocative book about the global popularity of social networking platforms – from MySpace and Facebook to YouTube, Wikipedia and Twitter. Social networking sites are a global phenomenon. Sites like MySpace and Facebook now boast hundreds of millions of members. Online social interaction has become an indispensable part of their daily lives. Fraser and Dutta examine the powerful forces driving this social e-revolution, describe the equally powerful reactions to it, and make predictions about its long-term consequences.

The book is organized around three major themes: identity, status, and power. Following the explosion of Web 2.0 social platforms, identities are becoming increasingly multi-faceted, status is becoming more democratically based on performance, and power is being diffused from centralized vertical structures to horizontal networks. These are powerful changes with profound, far-reaching implications for how we organize our lives, our institutions, and our society.

Taking its title from the whimsical “sheep throwing” application used by members of sites like Facebook, the book concludes with reflections on the Web’s potential to revitalize social capital and civic participation through e-government and e-democracy. *Throwing Sheep in the Boardroom* will be enjoyed by educated readers with an interest in social trends, consumer behaviour, psychology, history, politics and economics.

About the Author

Matthew Fraser is Editor-in-Chief at the "National Post". Previously he was a professor at Ryerson University and a faculty member in the York-Ryerson Joint Programme in Communication and Culture. His book, "Free-for-All: The Struggle for Dominance on the Digital Frontier", was a Donner Prize runner-up for best book in Canadian public policy. He lives in Toronto.

SOUMITRA DUTTA, an authority on the impact of new technology on business, is the dean of the Samuel Curtis Johnson Graduate School of Management at Cornell University. Previously he was a Professor at INSEAD, a leading graduate business school. He is also co-founder and former Chairman of Fisheye Analytics.

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