



Social Media y Recursos Humanos (Spanish Edition)

Martha Alles

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Martha Alles es la autora más difundida en materia de Recursos Humanos. Sus obras sirven hoy como textos de estudio en la mayoría de las universidades latinoamericanas. En esta nueva obra, encara un tema de candente actualidad. Hoy resulta común escuchar y ver la enorme difusión de redes sociales como MySpace, LinkedIn y Facebook; blogs, microblogs, bookmarking, media sharing; sitios que ofrecen la posibilidad de compartir fotos y videos, como Flickr y YouTube; foros y mensajes. Todas estas posibilidades ya han cambiado radicalmente nuestros usos y costumbres. En Social media y Recursos Humanos, Martha Alles analiza las implicancias para la función de Recursos Humanos de cualquier organización, del desarrollo explosivo de estas nuevas tecnologías de comunicación social. En la obra se estudian los nuevos roles de la gerencia frente a estos cambios, las aplicaciones de la Web 2.0 y las herramientas 2.0 dentro de la organización. Así, la autora presenta temas como: políticas sobre social media; social media y selección de personas; reclutamiento 2.0 y headhunting 2.0; Web 2.0 y los subsistemas de Recursos Humanos; cómo gestionar social media dentro de la organización; nueva era de la colaboración: wikis y otras aplicaciones; blogs; microblogs y comunicación instantánea; redes sociales dentro de la organización, y desarrollo de competencias y social media. En resumen, un completo panorama de la forma en que deberán gestionarse los recursos humanos en esta nueva era de la comunicación. Esta obra está dirigida a un público amplio. En palabras de la autora: "Entre los lectores imagino dos posibles variantes. Los entusiastas y los que se resisten. A los primeros les sugiero ser cautelosos en todo momento. A los que se resisten, les ruego tener en cuenta que algunos aspectos de la realidad no se pueden modificar. Por lo tanto, primero hay que comprender el alcance de social media, y luego ver sus posibles aplicaciones".



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