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Abstract

Purpose

This is a report on an IBM Institute for Business Value study, based on responses from more than 1,100 individuals and interviews with more than two dozen executives from leading organizations, that aims to suggest ways organizations can use social approaches to create meaningful business value.

Design/methodology/approach

IBM conducted interviews of key executives of companies learning to embed their external social tools into core business processes and capabilities.

Findings

Abstract

Creating valued
customer experiences

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