



## Decision Sourcing: Decision Making for the Agile Social Enterprise

By Dale Roberts, Rooven Pakkiri

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**Decision Sourcing: Decision Making for the Agile Social Enterprise** By Dale Roberts, Rooven Pakkiri

We are living in the post-information age, the era of so-called 'Big Data'. It is a practical possibility for corporations to report, chart and analyse every action, transaction and click that happens inside and outside their business. In Decision Sourcing Roberts and Pakkiri examine what this means to organisational decision making. They explode the myth that good decisions need only be informed ones through an examination into how business really make choices. They lay bare the poverty of decision making processes in today's corporate world and offer fresh and fascinating insight into how social tools are providing new sources of information, how they are challenging hierarchy and how they are providing opportunities for growth and agility through aligned and inclusive decision making. This book is for those organisations that want to get beyond the corporate Facebook account and are ready for the next bold step. It is for those businesses that want to engage their workforce and their customers in collaborative relationships that are at the heart of the successful social enterprise.

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### **Editorial Review**

#### Review

The ideas in Decision Sourcing quickly changed how I think about decision making in the 21st century. Much of social business can seem technological, mystical or over-hyped: but decisions are real and continuous - they are the heartbeat of our organisations. By re-examining how decisions are made in a networked world, Dale and Rooven share important answers about how to be successful in this new landscape. Will McInnes, Managing Director, NixonMcInnes and author of Culture Shock

#### About the Author

Dale Roberts is Vice President, Professional Services and a member of the founding circle of Artesian Solutions, an innovator in social CRM. He engages with clients on the effective use of social analytics and 'Big Data' to strategically support sales and marketing. Prior to this, he advised global businesses on analytics and organisational decision making for two decades, one of which was as a European Services Director for market leading analytics provider, Cognos. Rooven Pakkiri is a digital evangelist who is focused on how social technology is making fundamental changes to the way we think, communicate and work. Rooven runs regular thought leader events and truly innovative digital shows to assist companies and individuals understand social business. He also speaks at industry events on this subject.

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