

**Comunicação 2.0:** Como  
pode inovar a minha  
empresa?





facebook

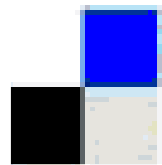
You Tube

twitter

flickr <sup>BETA</sup>

Google™

digg



del.icio.us



SECOND.  
LIFE



WIKIPEDIA

skype™

Linked in

myspace.com.  
a place for friends

PODZINGER



OpenID



Technorati™

Tailrank

*social media*

**Novo**  
Mundo,  
**Velhas**  
Regras.







**Cidadão**  
**Jornalista**

&

**Cidadão**  
**Marketeer**

# TIME

PERSON OF THE YEAR



Yes, you.  
You control the Information Age.  
Welcome to your world.



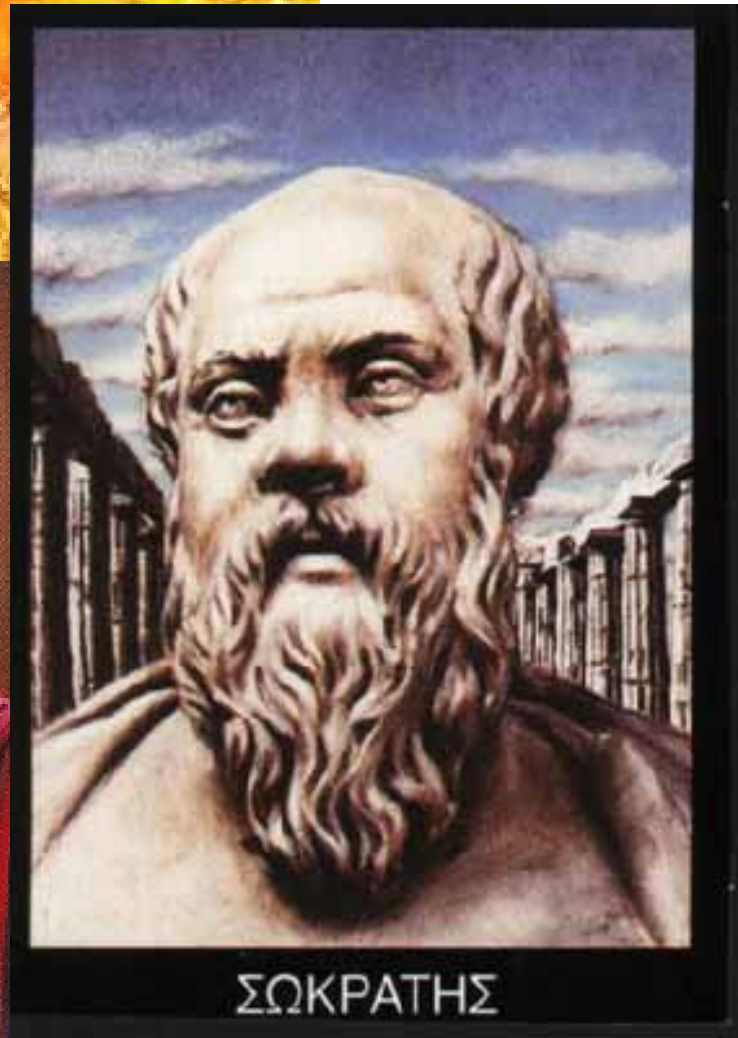
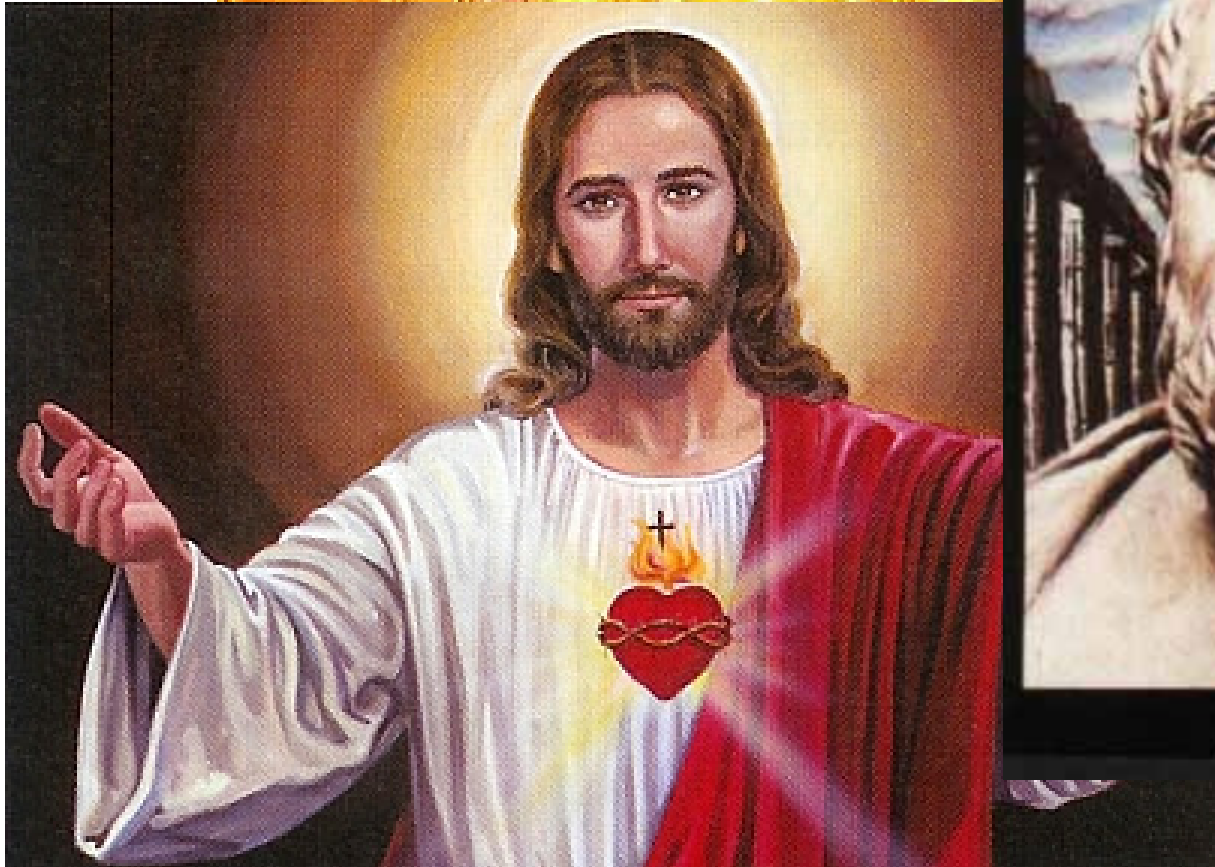
be simple, be social:

**DON'T  
MAKE  
THEM**

**THINK**



**Engage them!**



The McGraw-Hill Companies

# BusinessWeek

MAY 2, 2005

[www.businessweek.com](http://www.businessweek.com)

# Blogs

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## will change your business

More on blogs  
online only at  
[businessweek.com](http://businessweek.com)

### BLOGSPOTTING

Our new blog  
on blogs debuts  
online with  
Stephen Baker and  
Heather Green



### PROFILE

The young  
blogger king  
of New York



TOP STORY

## Jeff Jarvis: Dell Learns to Listen

The blogger who brought you "Dell Hell" and set off a firestorm of complaints about the PC maker's woeful customer service thinks Dell has come a long way

[Video: Dell Learns from Customers](#)





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Discussions  
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BLOGS:

# DIRECT2DELL

A BLOG ABOUT DELL PRODUCTS, SERVICES, AND CUSTOMERS

Home »

## Emerging countries embrace technology but obstacles remain

Tue. Sep. 23, 2008

by Steve Felice, President—Asia-Pacific and Japan

Today we announced results of Dell-commissioned research conducted by the [Economist Intelligence Unit](#) in London that shows unmistakably what we hear from customers: Managers in the world's fast-growing emerging economies place a very high value on information and communications technology (ICT), in particular on how it benefits operating efficiency. However, those same customers are seeing obstacles to their ability to get and use technology most effectively—the high cost of equipment and services, skills shortages, poor telecommunications infrastructures, and a lack of central government strategies for ICT.

The Dell/EIU research involved 537 senior-level business executives and managers in Brazil, Russia, India and China, the BRIC countries; UAE and five other Gulf nations; Mexico; South Africa; and Vietnam. The survey focused on four areas of ICT: impact, barriers to use, skills and training, and policy factors. Key findings include:

- Among companies which have been unable to obtain the technology they need, 41 percent of respondents say high cost has been the primary obstacle,
- 45 percent cite insufficient national and local telecommunications and Internet infrastructures as hindrances to better ICT use, and
- 36 percent of those surveyed believe a lack of adequate technology skills among their employees prevents them from applying ICT most effectively.

Customers across Asia-Pacific and Japan and in other countries are telling me those same things. Because of the



### Social Media for Small Business – Powered by Dell

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Guides

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## SOCIAL MEDIA FOR SMALL BUSINESS

powered by **DELL**

Based on our experience at Dell and conversations with customers, we created a series of "Social Media Guides" to help small and medium businesses effectively use these tools to grow and better serve customers. Each guide includes an overview of the approach, the opportunity, tips for getting started, examples of best practices and case studies. We hope these guides help take the mystery out of social media and also spark conversation and idea sharing. Please join the conversation on the Discussion Board below.



### Learn to Listen



Listening to customers, prospects and influencers is the foundation of all successful social media programs. By listening to online conversations happening in blogs, forums and social networks, you can bring the voices of your customers directly into your organizations.

Download the guide

Partilhar



Join the Conversation



Start a Blog



Tap into Twitter



Crowdsource Your Next Big Idea



Harness the Power of Facebook

## FEATURED SMALL BUSINESS



Sweetriot, a small business out of New York City has gotten a lot of buzz over the past several years for their mouth-watering, fair trade dark chocolate. CEO Sarah Endline explains in the short video above (click on the image) on how she engages in the social media space. You can follow Sarah on Twitter @sweetriot and keep up with her blog. For more on Sweetriot, check out our [blogpost](#) on the Small Business Blog.

# Dell

# Conversations!



## **A lembrar...**

- 1. Planear e Comunicar**
- 2. Os novos Media**
- 3. Competências, Atitudes e Camisolas**
- 4. Aprender e Partilhar**
- 5. Avaliar resultados e reajustar objectivos**

# A evolução continua...



**Web 1.0 - Find me**

[sarabatalha.blogspot.com](http://sarabatalha.blogspot.com)

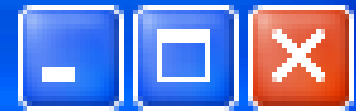




**Web 3.0 - Follow  
me**



Hello, Goodbye



and I say goodbye

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[www.facebook.com](https://www.facebook.com)

[www.thestartracker.com](https://www.thestartracker.com)

[www.linkedin.com/in/sarabatalha](https://www.linkedin.com/in/sarabatalha)

Hello

Goodbye

