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# **The New Social Learning: Connect. Collaborate. Work., 2nd Edition**

*By Tony Bingham, Marcia Conner*

## **The New Social Learning: Connect. Collaborate. Work., 2nd Edition By Tony Bingham, Marcia Conner**

“Social learning is a fundamental shift in how people work leveraging how we have always worked, now with new, more humanizing tools, accelerating individual and collective reach, giving us the resources to create the organization, and the world, we want to live in.”

In this newly revised and updated edition of *The New Social Learning*, Tony Bingham and Marcia Conner dispel organizational myths and fears about social media. By sharing the success stories of socially engaged companies and people, the much-anticipated second edition persuasively makes the case for using social media to encourage knowledge transfer and real-time learning in a connected and engaging way.

As Steve LeBlanc noted, “Social learning thrives in a culture of service and wonder. It is inspired by leaders, enabled by technology, and ignited by opportunities that have only recently unfolded.” Brand-new case studies about innovative organizations such as Boston Children’s Hospital, National Australian Bank, LAZ Parking, Sanofi Pasteur, Cigna, CENTURY 21, and Roche Pharmaceuticals illustrate cutting-edge social learning approaches that cultivate environments where great people can do their best work. *The New Social Learning* lays the foundation for improving the way you engage with colleagues, collaborate with teams anywhere in the world, and build workforce capability. Take the next step to connect skills and knowledge and move your own organization forward as you reclaim and revolutionize workplace learning.

## **The New Social Learning: Connect. Collaborate. Work., 2nd Edition By Tony Bingham, Marcia Conner Bibliography**

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## **Editorial Review**

Review

“Whether you’ve just begun using social tools to help your workforce share and connect, or are far along the path to implementation, the stories, experts, and thought leaders in this book will help you understand how to maximize social collaboration within and outside your organization.”

**Stuart Crabb**

**Director of Learning, Facebook**

“The ultimate resource for anyone who wants to thrive and help others succeed in the 21st century. Like all trips, learning journeys are best when you share them with others.”

**Carmen Medina**

**Former Director, Center for the Study of Intelligence**

**Co-Author, Rebels at Work**

“This invaluable guide offers the practices and tools for people and organizations to tackle together their unsolved challenges in ways that are tactical and tangible. Anyone truly interested in scale—and with the grit and heart to wrestle with the complex, hairy, and unanticipated—will love this book. It’s both wide-ranging in content and rich and robust in ideas.”

**Gayle Karen Young**

**Chief Talent and Culture Officer, Wikipedia (Wikipedia)**

“When you read this book and the impressive examples of organizations all over the world that have embraced social tools for better and more meaningful collaboration, you’ll understand how social learning has begun to transform the pursuit of knowledge and how it promises even greater things in the future.”

**Daniel H. Pink**

**About the Author**

**Tony Bingham** is the president and CEO of the Association for Talent Development, formerly ASTD, the world's largest professional association dedicated to those who develop talent in organizations. Tony works with a staff of 130, a Board of Directors, and a worldwide network of volunteers to empower professionals to develop talent in the workplace.

Tony believes in creating a culture of engaged, high-performing teams that deliver extraordinary results. Deeply passionate about change, technology, and the impact of talent development, his focus is on adding value to ATD members and the global community of talent development professionals. He believes that aligning talent development efforts to business strategy, while utilizing the power of social and mobile technology for learning, is a key differentiator in business today.

**Marcia Conner** is a former corporate executive who now dedicates her time to reinventing a vibrant and healthy global ecosystem. Described as a “blank page systems architect,” she works closely with risk-taking leaders, impact entrepreneurs, and unreasonable thinkers, ready to use their superpowers for good

Marcia is a SupporTED Mentor, contributes to *Fast Company* and *Wired*, is an activist with Change Agents Worldwide, and a fellow at the Darden School of Business. She is advisor to the Way to Wellville and MMinddLabs. She is also the author of *Learn More Now*; coauthor of *Creating a Learning Culture: Strategy, Technology, and Practice*; contributor to *Changing The World of Work: One Human at a Time*, and speaks across the globe on outcompeting current structures through system innovation and ingenuity.

## Users Review

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