Acknowledgments ix

1. The Behavioral Enterprise
   Tracy L. Tuten 1

2. The Next Evolution: Knowledge Sharing and Influence in Team
   Mobile Collaboration
   Elizabeth C. Ravlin 7

3. Behind the Screen: Understanding Virtual Organizational
   Behavior
   Rudy Nydegger 25

4. Real-World Opportunities for Virtual-World Project Management
   Dawn Owens, Alanah Mitchell (née Davis), John D. Murphy,
   Deepak Khazanchi, and Ilze Zigurs 43

5. Leveraging 2.0 for Internet Recruiting
   Run Ren and Barry Brewton 53

6. Harnessing Collective Knowledge: Group Cohesion in Online
   Networks
   Peter Otto 71

7. Harnessing the Power of the Oh-So-Social Web
   Josh Bernoff and Charlene Li 89

8. Internet 2.0: A Dual-Edged Sword for Work-Family Balance
   Cheryl L. Adkins and Sonya F. Premeaux 101

9. How Can Web 2.0 Help Increase Consumer Adoption of
   Sustainable Products?
   Jason D. Oliver 117
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Conversational Media</td>
<td>Scott Sherman</td>
<td>131</td>
</tr>
<tr>
<td>11</td>
<td>Brand Fans: When Entertainment + Marketing Integrate Online</td>
<td>Robert V. Kozinets</td>
<td>145</td>
</tr>
<tr>
<td>12</td>
<td>Growing Up “Virtual”: The Impact of Interactive Technologies on Adolescent Consumer Behavior</td>
<td>Natalie T. Wood</td>
<td>167</td>
</tr>
<tr>
<td>13</td>
<td>Community Development in the Virtual Space</td>
<td>Ellen Kolstö</td>
<td>183</td>
</tr>
<tr>
<td>14</td>
<td>Viral Marketing: Creating a Buzz with Web 2.0</td>
<td>Thomas R. Donohue</td>
<td>193</td>
</tr>
<tr>
<td>15</td>
<td>Digital Gifts: Evolving Patterns in Gift Exchange</td>
<td>Erika Pearson</td>
<td>205</td>
</tr>
<tr>
<td>16</td>
<td>Social Commerce: E-Retailers and Today’s Social Consumers</td>
<td>Tracy L. Tuten</td>
<td>225</td>
</tr>
</tbody>
</table>

*About the Editor and Contributors* 235

*Index* 243