Handbook of Research on Business Social Networking: Organizational, Managerial, and Technological Dimensions

Maria Manuela Cruz-Cunha  
*Polytechnic Institute of Cavado and Ave, Portugal*

Patricia Gonçalves  
*Polytechnic Institute of Cávado and Ave, Portugal*

Nuno Lopes  
*Polytechnic Institute of Cávado and Ave, Portugal*

Eva Maria Miranda  
*Polytechnic Institute of Cávado and Ave, Portugal*

Goran D. Putnik  
*University of Minho, Portugal*

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