



# The Hidden Power of Social Networks: Understanding How Work Really Gets Done in Organizations

*Robert L. Cross, Andrew Parker*

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## **The Hidden Power of Social Networks: Understanding How Work Really Gets Done in Organizations**

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A powerful, visual framework helps managers discover how employees really communicate and collaborate to get work done - and helps them identify ways they can influence these social networks to improve performance and innovation. In *The Hidden Power of Social Networks*, Cross and Parker, experts in "social network analysis"—a technique that visually maps relationships between people in large, distributed groups - apply this powerful tool to management for the first time. Based on their in-depth study of sixty informal employee networks in well-known companies around the world, Cross and Parker show managers how to conduct a social network analysis of their organization.

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