



Social Capital and the Role of LinkedIn to Form, Develop and Maintain Irish Entrepreneurial Business Networks

Ted Vickey

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Online social networking services have eliminated the four walls of brick and mortar found in traditional networking and now provide global access in real time to entrepreneurs regardless of industry. This book presents a qualitative analysis of how Irish entrepreneurs use technology, such as LinkedIn, in the formation, development and maintenance of professional business networks and in so doing manage social capital. The objectives of this book are as follows:

- Ascertain the perceived benefits of networking by Irish entrepreneurs;
- Explore how Irish entrepreneurs form, maintain and develop their network and
- Explore how Irish entrepreneurs use technology to manage social capital.



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