Humanizing Corporations with Social Media

Industrialized		Humanized
9 to 5	vs	24/7
Command and control	vs	Freely distributed
Consumers	vs	Producers
Publishers	vs	Composers
Customers	vs	Citizens
Powerpoint	vs	TEDTalks
Excel	vs	Info-graphics
Position papers	vs	Blogs
White papers	vs	eBooks
Group think	vs	Crowd sourcing
Centralized	vs	Collectives
Gatekeepers	vs	Free range
Human resources	vs	Human relations
Assembly lines	vs	Dissecting attitudes
Spin	vs	Flip
Modeling	vs	Mutation
Mechanical	vs	Malleable
Conservative	vs	Liberal
Protocols	vs	Memes
Goliath	vs	David