

Reading Guide for “Connecting the Corporate Dots”

Directions: Answer the questions below as you read the accompanying article. Be sure to write in complete sentences and cite details from the text.

1. Why do companies want to understand how social networks operate? In other words, how does knowledge about social networks benefit companies?
2. How can jobseekers benefit from social networks?
3. What is “positive degree correlation”? How does this phenomenon benefit some people? How might it harm others?