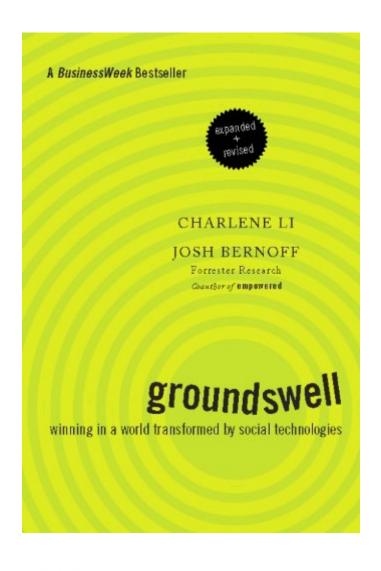
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Groundswell, Expanded And Revised Edition: Winning In A World Transformed By Social Technologies





Synopsis

Corporate executives struggle to harness the power of social technologies. Twitter, Facebook, blogs, YouTube are where customers discuss products and companies, write their own news, and find their own deals but how do you integrate these activities into your broader marketing efforts? It's an unstoppable groundswell that affects every industry -- yet it's still utterly foreign to most companies running things now. When consumers you've never met are rating your company's products in public forums with which you have no experience or influence, your company is vulnerable. In Groundswell, Josh Bernoff and Charlene Li explain how to turn this threat into an opportunity. In this updated and expanded edition of Groundswell, featuring an all new introduction and chapters on Twitter and social media integration, you'll learn to: Evaluate new social technologies as they emerge Determine how different groups of consumers are participating in social technologies into your businessGroundswell is required reading for executives seeking to protect and strengthen their company's public image.

Book Information

File Size: 1066 KB Print Length: 354 pages Page Numbers Source ISBN: 1422161986 Publisher: Harvard Business Review Press; Expanded and Revised Edition edition (June 7, 2011) Publication Date: June 7, 2011 Sold by: Â Digital Services LLC Language: English ASIN: B004XOZ7K2 Text-to-Speech: Enabled X-Ray: Not Enabled Word Wise: Enabled Lending: Not Enabled Enhanced Typesetting: Not Enabled Best Sellers Rank: #211,947 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #109 in Books > Computers & Technology > Business Technology > Social Media for Business #196 in Books > Computers & Technology > Internet & Social Media > Social Media #408 in Kindle Store > Kindle eBooks > Business & Money > Industries > E-commerce

Customer Reviews

First, the positive: The authors list many of the social media technologies available at the time of publication and provide decent statistics on social media usage. The problem is you could get the same statistics and more for free by reading a Pew report. There's plenty not to like in this book: First, the authors appear to have groundswell tourette syndrome. Just as Rudy Giuliani can't get through a sentence without mentioning 9/11, the authors can barely go through a chapter without mentioning the word "groundswell." It's as though the authors took a bunch of verbs, added them to the word groundswell, and voila, a book was born. All the chapter titles treat the groundswell as some sort of mysterious, independent force that companies must harness through mystical Jiu jitsu. (And yes, I am quoting, they compare themselves to sense and say they are teaching you social media Jiu jitsu.)Second, the authors mention Digg and General Motors as two key examples of how companies can harness the groundswell. They say Kevin Rose of Digg clearly "gets it" about the Net. Yes, Rose got it so much that he ultimately had to sell the company for \$500,000. Another key example in the book comes from GM, a company that almost died until the government stepped in to bail it out. If you like hype, you will love this book. You will learn that "the groundswell comes from the collision of three forces: people, economics, and technology." That's shocking because nothing else in society results from the confluence of people, economics, and technology. And the authors note that you'll learn little about managing the groundswell from learning about the technology because the groundswell is a force to be mastered, as I said, much like Jiu jitsu.

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