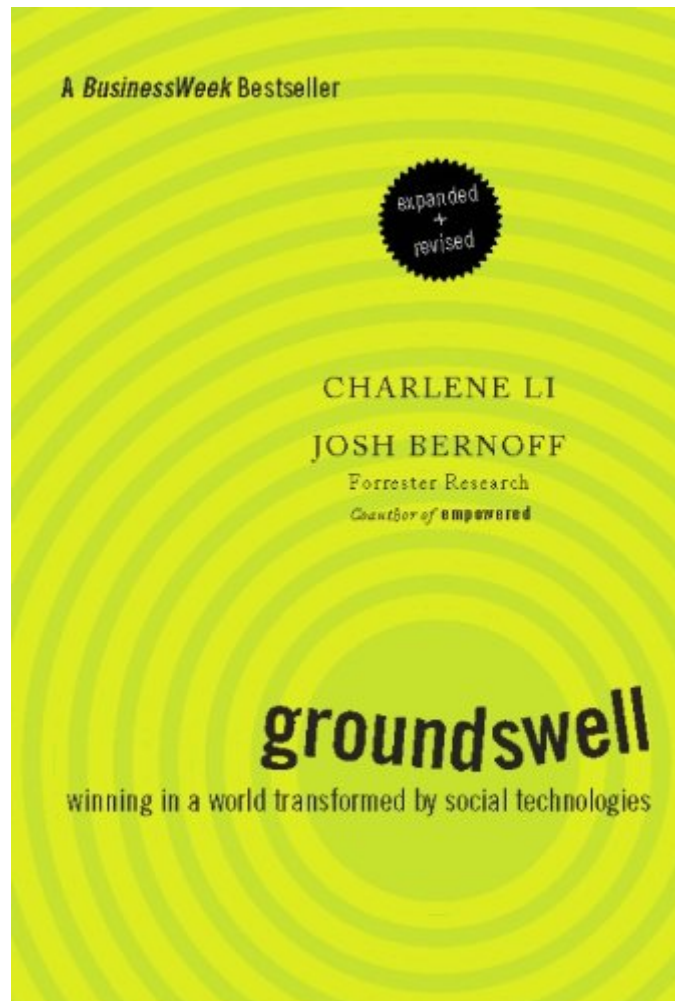


The book was found

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 technology arenas
- Apply a four-step process for formulating your future strategy
- Build social technologies into your business

Groundswell 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: 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 sensei 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.

[Download to continue reading...](#)

Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies
The New Social Story Book, Revised and Expanded 15th Anniversary Edition: Over 150 Social Stories that Teach Everyday Social Skills to Children and Adults with Autism and their Peers
Groundswell: The Case for Fracking
Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest)
Social Security & Medicare Facts 2016: Social Security Coverage, Maximization Strategies for Social Security Benefits, Medicare/Medicaid, Social Security Taxes, Retirement & Disability, Ser
Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3)
The Supernatural Power of a Transformed Mind, Expanded Edition: Access to a Life of Miracles
Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on

Facebook, Twitter, LinkedIn, Instagram, Pinterest, and More The Social Work Experience: An Introduction to Social Work and Social Welfare (6th Edition) (Connecting Core Competencies) Federal Resume Guidebook: Strategies for Writing a Winning Federal Resume (Federal Resume Guidebook: Write a Winning Federal Resume to Get in), 5th Edition Natural Language Processing for Social Media (Synthesis Lectures on Human Language Technologies) Social Insurance and Social Justice: Social Security, Medicare and the Campaign Against Entitlements Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Social Skills - Social Fluency: Genuine Social Habits to Work a Room, Own a Conversation, and be Instantly Likeable...Even Introverts! (Communication Skills, Small Talk, People Skills Mastery) Social Intelligence: A Practical Guide to Social Intelligence: Communication Skills - Social Skills - Communication Theory - Emotional Intelligence - Winning Lacrosse for Girls (Winning Sports for Girls) How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations, revised and expanded new edition, with a foreword by Richard St. John and an afterword by Simon Sinek Generation Change, Revised and Expanded Edition: Roll Up Your Sleeves and Change the World

[Dmca](#)