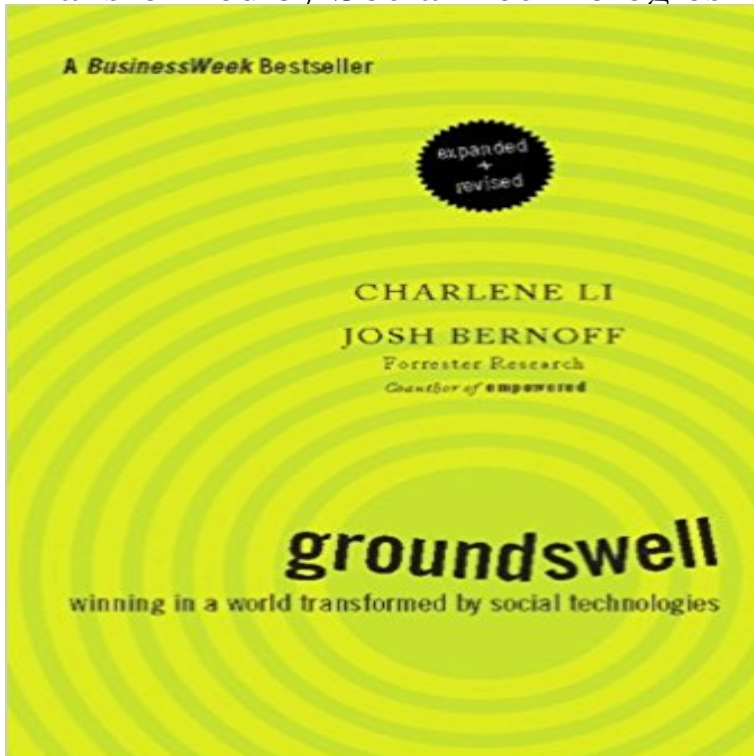


Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies



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? Its an unstoppable groundswell that affects every industry -- yet its still utterly foreign to most companies running things now. When consumers youve never met are rating your companys 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, youll 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 companys public image.

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