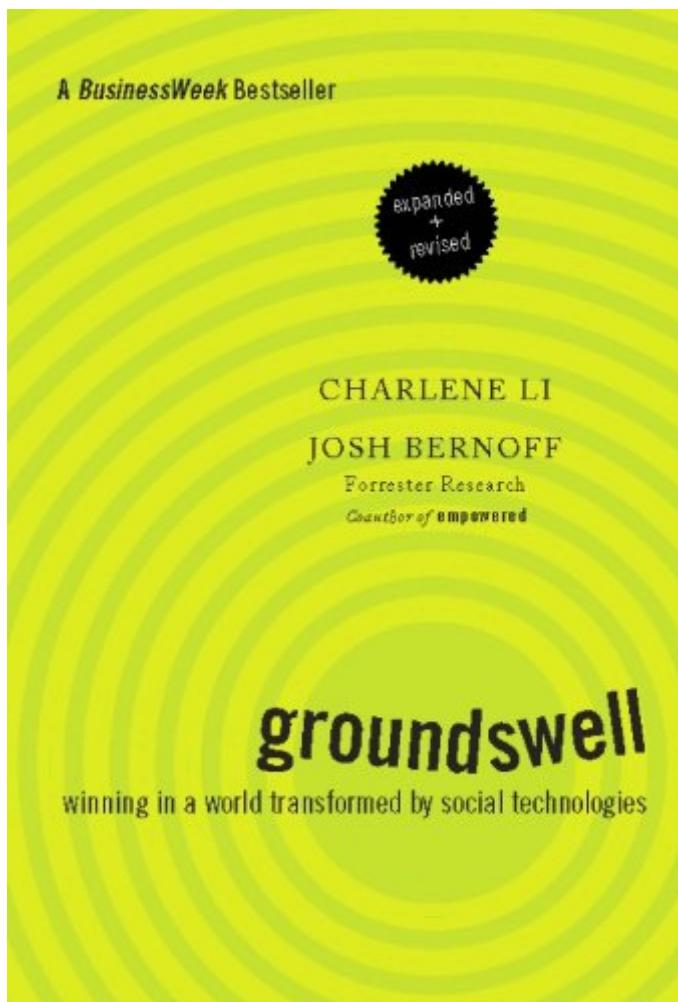


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# Groundswell, Expanded And Revised Edition: Winning In A World Transformed By Social Technologies



## **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 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**

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## 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.

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