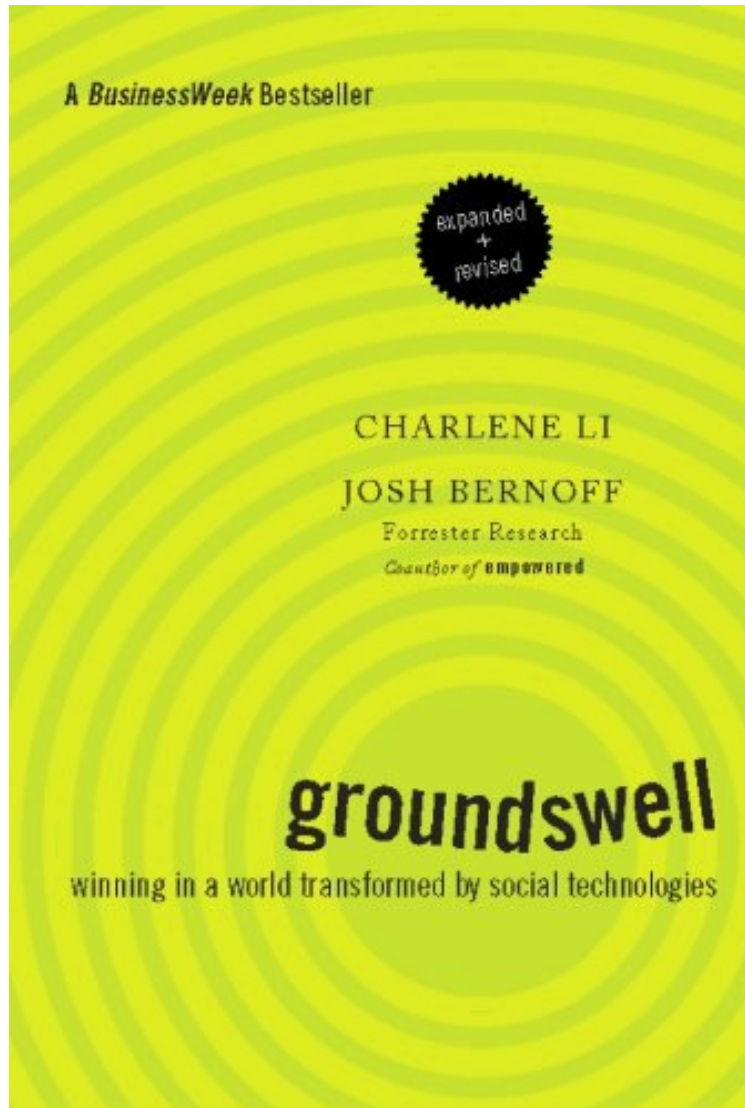


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## Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies

*Charlene Li, Josh Bernoff*

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**Charlene Li, Josh Bernoff : Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies:

2 of 2 people found the following review helpful. It's ok.By Eddie B.I had to read this for college. It was a good book for me though as I am in the web development business and it is important for me to understand some of the social media concepts out there.This book I have to say, however, feels very watered down for casual readers. I've been in

the web business almost 10 years now, and I have to say that this is not the greatest book for someone that already has technical knowledge. It has many bare bone basic concepts about social media sites and feels like a "how to" guide for corporate head-honchos. The author of this text makes up a lot of their own terminology and key-concepts behind social media including the term "groundswell". Many of its concepts revolve around social media technology such as Twitter and Facebook. Social media can go out of fashion as quickly as it gained popularity. I wouldn't recommend a corporate business do everything this book says, although it has some good advice for those who are clueless about implementing their business in social media. This is an interesting read, but I'm not too crazy about it nor its concepts. I have to question, how have the authors gained some of the knowledge they have and who are they to really set the standards for social media? It's a decent book and not many others out there are like it, but I think someone can write something better out there. Average book in general. Take what you can from it but don't believe everything it says in my professional opinion. 3/50 of 0 people found the following review helpful. The audible doesn't match the book exactly... Stats are wrong. By F. Hernandez Update below my initial

review. \_\_\_\_\_ Purchased this audible so I could listen to the book and prepare for class while commuting. Not even the full first chapter in I noticed that the dates and statistics seemed off - very off. (Maybe the mention of MySpace and MSN messenger should've been the first warning to stop.) The audible is dated - outdated by a few years worth of information. However! The rest of the content and core message are still there (albeit clumsily delivered, over simplified, and trying too hard to be modern and "cool" - Jui Jitsu, really?). Hopefully it stays that way for the rest of the book... So I don't have to go back to the old way of preparing for class - juggling the handle bar, a book or phone, and a jerking subway while in a human sandwich. But I'll have to revisit the actual text for the updated stats. Keep my \$4.00 and put it to updating this audible... Update: I've read a good portion of this book now for a graduate course and I am not a fan. The book is very basic - so basic it doesn't feel like I took anything from the text that I didn't already know. While it does offer the framework for understanding the impact of the digital/internet/mobile age on businesses, I don't feel like it offers anything beyond that - only a framework. This book should be picked up by someone that hasn't already studied this subject matter - and honestly there are better written introductions. But its an easy read, it backs its text with statistics, the diagrams and tables are useful for getting a grasp on the subject matter, and it builds. I haven't finished the book yet but I do assume that as I continue the text will get "meatier" and offer more value. So I am bumping up my review to a 3-star. It isn't great, but it isn't the worst. Also the audible version does still vary slightly from the kindle version when it comes to statistics and dates - but the core message and text is still the same. Not my favorite audible voice actor either - but on 1.5x audio speed it's bearable. 0 of 0 people found the following review helpful. Some good content. Will go back and review the book ... By Nicole H. Required reading for a grad school class. Some good content. Will go back and review the book at a later time to learn more.

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.

If you haven't read the book, I would highly recommend you buy a personal copy and read it to get a comprehensive understanding of how our world is being transformed by social technologies and how you can take advantage of it. - Business 2 Community