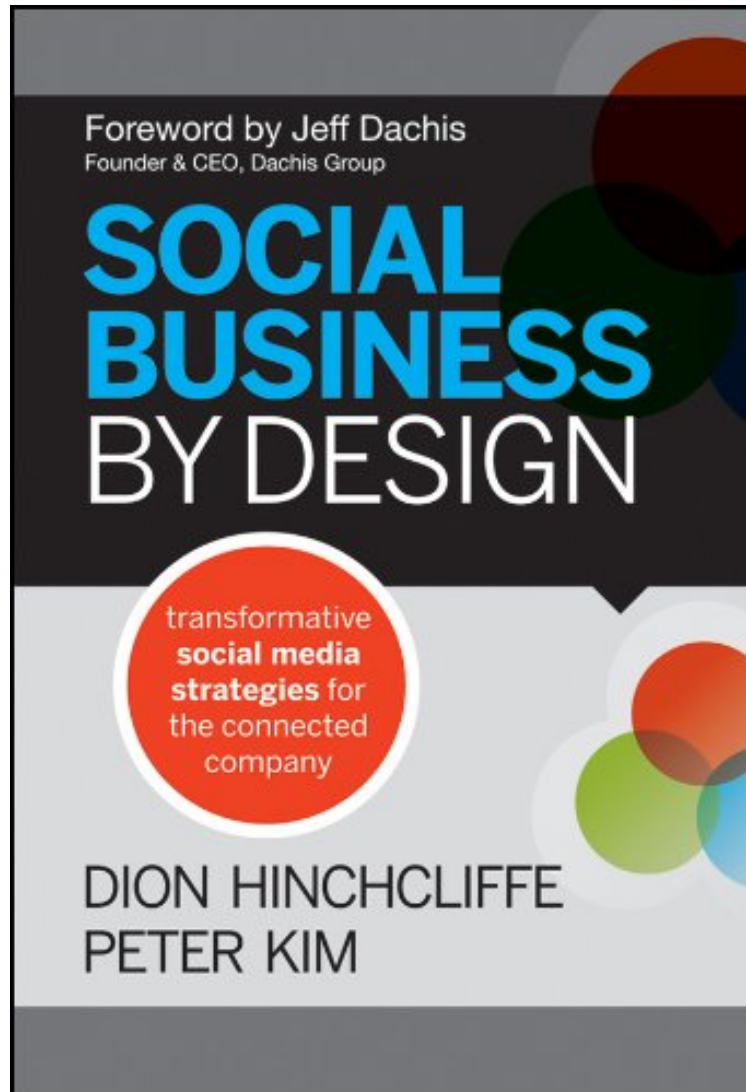


# Social Business By Design: Transformative Social Media Strategies for the Connected Company

*Dion Hinchcliffe, Peter Kim*

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**Dion Hinchcliffe, Peter Kim : Social Business By Design: Transformative Social Media Strategies for the Connected Company** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Business By Design: Transformative Social Media Strategies for the Connected Company:

15 of 16 people found the following review helpful. More milestones on the road to social business By Tom Sales Earlier books I've read about social media -- Groundswell, The Social Organization, Get Bold and others-- seemed more forward-looking about how social media could change organizations based on early findings and early case situations. Social Business by Design feels a little further "down the road" with more statistics, more firmly

established cases, less experimentation, and more of a call to action. This is something you MUST do if you plan to compete with other organizations that have made or started their transitions to becoming social businesses. As telling as the success stories were, a couple of examples showed the dangers of not having considered the social environment. The authors describe how the lack of social response capabilities hurt Toyota with their sudden acceleration problem and BP with the Gulf spill. The implication seems clear. As people expect to communicate socially, you can no longer afford to ignore them. As they work through their cases, Hinchcliffe and Kim build a list of 10 social business tenets that can be used across most situations. Their pattern is to look at some case situations, analyze the issues that were addressed with social business solutions, explain how a more established environment is making such solutions more mainstream, and then derive each successive tenet. This is an effective way to evaluate how business motivations and solutions are working in an emerging social environment with almost no discussion of the technological opportunities. While technology is in no way downplayed, this seems like the right way to frame social business--given that we are in an innovation environment where thousands of options and applications are available for an organization to choose from in matching its social platform to the needs of its culture and the openness of its people to change. And more to choose from every day. In multiple examples they point out how hard it is for organizations to give up control. That many companies still want to exert some level of oversight rather than letting all members communicate directly with each other. They admit that such reluctance will probably continue in many organizations, but that sooner rather than later organizations will see the true benefit of letting go and empowering the network to do what it has shown it can do. This book will make you feel that there may be more risk in not moving forward toward becoming a social business. It provides great cases and ideas for how to proceed forward from a business more than from a technical perspective. It doesn't tell you how to make the move, but it can't do that because each organization's culture and opportunities are different. It was interesting that the Dachis Group (earlier founders of Razorfish) has created this blueprint for adopting social business strategies. Razorfish was a key player as companies started to develop their Web strategies 12-14 years ago. When that bubble crashed, there was less focus and spotlighting of Web strategies but that didn't stop companies from moving much of their processes to the Internet. In the last five years, pioneering organizations have worked to make those Web strategies more interactive and to become more social. Dachis seems well positioned again to help their clients in this phase of development as well.

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. 2 of 2 people found the following review helpful. Meh. By Customer Some good stuff but a lot of fluff. Some unsubstantiated statements with weak logic and vaguely supportive case studies - I agree with what was being said, but I was hoping this book would better bridge the gap between premise and proof.

From the Dachis Group—the global leader in social business—comes the groundbreaking book on transformative social business strategies. *Social Business By Design* is the definitive management book on how to rethink the modern organization in the social media era. Based on their research and work through the Dachis Group, thought leaders Dion Hinchcliffe and Peter Kim deftly explore how the social, cultural, and technological trends provoked by the social media explosion are transforming the business environment. Designed as both a strategic overview and a hands-on resource, *Social Business By Design* clearly shows how to choose and implement a social business strategy and maximize its impact. Explains the mechanisms, applications, and advantages of a strategic array of social media topics, including social media marketing, social product development, crowdsourcing, social supply chains, social customer relationship management, and more. Features examples from high-profile companies such as SAP, Procter Gamble, MillerCoors, Bloomberg, HBO, Ford, and IBM who have implemented social business strategies. Draws on the extensive research and expertise of the Dachis Group, which has helped numerous Fortune 500 clients plan, build, and activate effective social business solutions. Containing actionable, high-impact techniques that save time and the bottom line, *Social Business By Design* will transform any organization's strategy to ensure success and avoid disruption in a fast-moving world.

“Social Business by Design is a book about turning your business into a social one—not one that spams Twitter, but actually bakes the benefits of the social revolution right into the fabric of your organization. A big idea, and an urgent one.” —Seth Godin, author, *Poke the Box*

“Social Business by Design has a clear, simple, straightforward message that puts people in the center of a new way of thinking and working.” —Tony Hsieh, author, *Delivering Happiness*; CEO, Zappos.com, Inc.

“If you are serious about developing a social business, then keep this book close at hand. Dion Hinchcliffe and Peter Kim bring years of wisdom and experience, paid in blood and sweat, to the pages of *Social Business by Design*—so that you don't have to.” —Charlene Li, author, *Open Leadership*; founder, Altimeter Group

“Social Business by Design goes beyond the surface level of social media to help executives across departments think like social anthropologists who can deeply integrate the latest insights, trends, and data to help their businesses thrive in the 21st century. Kim and Hinchcliffe have helped companies from the inside and know their subject matter well.” —Scott Monty,

Global Digital Communications, Ford Motor Company "The debate about whether social business is worthwhile is over, thankfully. Now we can move on to the much more important work of successfully putting in place new technology-enabled ways of working, marketing, and innovating. With this invaluable book, Hinchcliffe and Kim offer guidance springing from their deep experience on how to do just this." —Andrew McAfee, principal research scientist, MIT; author, *Enterprise 2.0* "New technology is driving a fundamental power shift in business globally, representing a significant challenge for business. But that same technology also provides unparalleled opportunity if we learn how to harness it. This compelling book outlines the basic principles we will all need to transform challenges into opportunities." —John Hagel, coauthor, *The Power of Pull*; cochairman, The Center for the Edge "Social Business by Design easily earns a 'like,' a tweet, a follow, a share, a 5-star rating, and plenty of fans. It shows leaders how to transform their businesses and brands using internal and external social media at scale. What could be more urgent or timely?" —Pete Blackshaw, global head, digital marketing and social media, Nestle; author, *Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000* "Business is changing right before our very eyes. We are in a world of empowered individuals with reliable, always-on, cross-media connectivity with a vivacious appetite for continuous improvement to win amongst global competition. The frameworks in this book dimensionalize the socially enabled cross-functional business critical opportunities and will help you quickly chart a clear course for success to win in our evolving social business landscape." —Michael Donnelly, group director, worldwide interactive marketing, Coca-Cola "Every business must find its way forward in today's rapidly changing world. This book details the very notion of what being social means in a new way that avoids the hype. Instead, a fascinating case is made for transforming what organizations can do with social media." —Kirk Kness, vice president of emerging solutions group, T. Rowe Price "The business world as we know it is changing, and Peter Kim and Dion Hinchcliffe, along with the rest of the Dachis team, are leading the way! The key is understanding how the world is changing and how your business can lead the way. Social Business by Design will help guide you." —Frank Eliason, senior vice president of social media at Citi; author, *At Your Service* "Launching new social practices in a big organization like L'Oréal requires a strong mind change in which Peter has been our coach: Social Business by Design sets the stage of a global marketing change, which is above all, a change of marketing mindset." —Georges-Edouard Dias, senior vice president, digital business, strategic marketing division, L'Oréal SA "Social Business by Design gets right to the heart of the social business trend. Dion Hinchcliffe and Peter Kim reveal not just what you need to do, inside and outside your company, to make social technologies pay off—they also show how to put it all together into a cohesive framework and measure the results. A must-read." —Josh Bernoff, senior vice president, idea development, Forrester Research; coauthor, *Groundswell and Empowered* "From the Inside Flap Social Business by Design is the definitive management book on how to rethink the modern organization in the social media era. Based on their research and work through the Dachis Group, thought leaders Dion Hinchcliffe and Peter Kim deftly explore how the social, cultural, and technological trends provoked by the social media explosion are transforming every business environment. Offering both a strategic overview and a hands-on resource, Social Business by Design clearly shows how to choose and implement a social business strategy as well as maximize its impact. Designed to be a highly accessible resource, Social Business by Design offers the shortest route to creating a dynamic social business organization. Hinchcliffe and Kim clearly explain the mechanisms, applications, and advantages of a strategic array of social media areas, including social media marketing, social product development, crowdsourcing, social supply chains, social customer relationship management, and more. With original research from the Dachis Group, as well as case studies from SAP, Procter Gamble, MillerCoors, Bloomberg, HBO, Ford, and IBM, Hinchcliffe and Kim show how they help Fortune 500 clients plan, build, and activate effective social business solutions. From the early successes and missteps of social media pioneers to the latest groundbreaking experiments, they show clearly the evolution of social business and the future it holds for organizations of all sizes. With actionable, high-impact techniques that have proven to save time and invigorate the bottom line, Social Business by Design can transform your organization's strategy to ensure success and avoid disruption in a fast-moving world." —Back Cover Praise for Social Business by Design "Social Business by Design is a book about turning your business into a social one—not one that spams Twitter, but actually bakes the benefits of the social revolution right into the fabric of your organization. A big idea, and an urgent one." —Seth Godin, author, *Poke the Box* "If you are serious about developing a social business, then keep this book close at hand. 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