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The Social Employee: How Great Companies Make Social Media Work

Cheryl Burgess, Mark Burgess

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Cheryl Burgess, Mark Burgess : The Social Employee: How Great Companies Make Social Media Work before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Social Employee: How Great Companies Make Social Media Work:

4 of 4 people found the following review helpful. Breathing Life Into "Social" By Tom Peters (tjpet@aol.com) Gap filled! Maybe social media is "everything." Or maybe it's not. Either way, it's a bunch of baloney unless the nature ("culture") of the inards of the organization is aligned to bring social media alive and keep it energetic and growing. Enter the fully empowered ... Social Employee. This book is a landmark that converts the power of social media from fiction to fact. For me theory and ideas are the icing on the cake. The cake, in books like this, is case studies. And though I buy, big time, the all-important intellectual structure offered here, it's the rich, detailed, compelling cases I love. I used the word "landmark" a couple of sentences ago. There's not an iota of hyperbole. Cheryl and Mark Burgess have taken the power of "social" many steps down the path to impact and excellence. Without this "stuff," social is close to a joke. 0 of 0 people found the following review helpful. BEST BOOK - THE GOLD STANDARD ON THIS TOPIC! By Beth H. Best book on this topic- the gold standard! As a senior exec, whose engaged in or led Social Employee programs for Fortune 50 corporations as well as smaller firms, I can attest that the authors - whose blogs / podcasts / publications- I follow and/or read, offer superb superb expertise and advise. They know the players, the apps, the space; and offer up countless, hands on examples of the ways in which organizations are executing highly successful social programs. Every institution can raise brand equity/awareness, customer sat, and revenues significantly by tapping into their employee (and extended employee e.g. partners) for social "engagement" horsepower; and the authors provide hands on, results-oriented tools and practices that can be immediately applied. Highly recommended! 0 of 0 people found the following review helpful. A distinct message that carries the weight of numerous case studies By Nis Embedded in The Social Employee is a distinct prediction: the future employee will operate with dual monitors ndash; one for lsquo;workrsquo; and one for lsquo;social.rsquo; How we get to that point though is a windy road. The Burgessrsquo;s admit that we are still in the lsquo;first inningsrsquo; of this social revolution ndash; that even though as managers we have come to rely on cold, hard data ndash; we must make do for now with the limited anecdotes and best practices we have. For some, this already ends the conversation. For others, this sobering fact is what makes the book ndash; and a socially-engaged workspace ndash; so damn rewarding. Nevertheless, The Social Employee is a compelling case for todayrsquo;s corporate leaders to embrace social media in the office and empower their employees. As the Burgessrsquo;s retell case study after case study, it becomes abundantly clear that social media interactions between brands and consumers isnrsquo;t just a fad ndash; itsrsquo;s an ongoing conversation that will grow and continue whether or not we take part in it. And while overzealous missteps can be detrimental, avoiding the conversation altogether can be disastrous. Overall, the book provides a holistic social strategy that is both honest and effective. It takes into consideration the limitations and realities of where we are in the evolution of online media and does not promise to be the all-good-all-the-time savior that too many fantasize it will be. However, The Social Employee still promises benefits for the companies that are willing to unchain their employees and enable them to be integrated into the social messaging and, more importantly, listening components of a modern corporation. This book will be enjoyed by both managers already knee deep in social empowerment, providing them with unique perspectives and best practices to progress their efforts, as well as by managers cautious of the dangers of mismanaged social media.

Build a successful SOCIAL BUSINESS by empowering the SOCIAL EMPLOYEE Includes success stories from IBM, ATT, Dell, Cisco, Southwest Airlines, Adobe, Domo, and Acxiom "Great brands have always started on the inside, but why are companies taking so long to leverage the great opportunities offered by internal social media? . . . The Social Employee lifts the lid on this potential and provides guidance for businesses everywhere." -- JEZ FRAMPTON, Global Chairman and CEO, Interbrand "Get a copy of this book for your whole team and get ready for a surge in measurable social media results!" -- MARI SMITH, author, The New Relationship Marketing, and coauthor, Facebook Marketing "Practical and insightful, The Social Employee is sure to improve your brand-building efforts." -- KEVIN LANE KELLER, E.B. Osborn Professor of Marketing, Tuck School of Business at Dartmouth College, and author, Strategic Brand Management "This book will change how you view the workplace and modern connectivity, and inform your view of how social employees are changing how we work and create value in today's networked economy." -- DAVID ARMANO, Managing Director, Edelman Digital Chicago, and contributor to Harvard Business Review "The Social Employee makes the compelling argument that most organizations are sadly missing a key opportunity to create a social brand, as well as to build a strong company culture." -- ANN HANDLEY, Chief Content Officer, MarketingProfs.com, and coauthor, Content Rules

About the Author CHERYL BURGESS and MARK BURGESS are founders of Blue Focus Marketing, an award-winning social branding consultancy and recipient of the 2012 MarketingSherpa Reader's Choice Award for Best Social Media Marketing Blog. Connect via Twitter @ckburgess, @mnburgess, @BlueFocus, @SocialEmployee. www.bluefocusmarketing.com