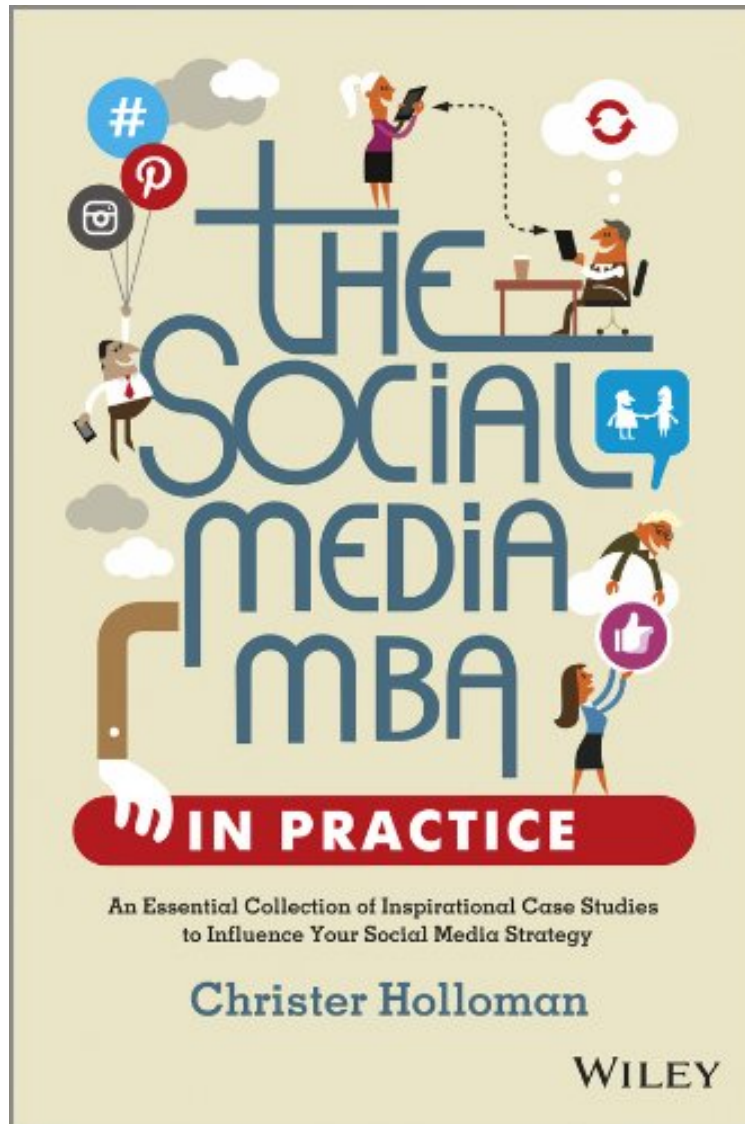


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The Social Media MBA in Practice: An Essential Collection of Inspirational Case Studies to Influence your Social Media Strategy

Christer Holloman

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Christer Holloman : The Social Media MBA in Practice: An Essential Collection of Inspirational Case Studies to Influence your Social Media Strategy before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Social Media MBA in Practice: An Essential Collection of Inspirational Case Studies to Influence your Social Media Strategy:

The inside information that marketers and social media practitioners have been dying to get their hands on... It seems like every day another self-appointed social media "guru" appears on the scene, offering to sell you his or her "surefire" cure for what ails you. Don't you think it's time you heard from the real experts—i.e., folks like you who are responsible for delivering their companies' social media strategies? Based on extensive interviews with marketing, media and networking professionals at many of today's most admired brands and companies, *The Social Media MBA in Practice* provides you with detailed examples of the social media strategies in place at ADP, Allianz, Barclaycard, Cisco, Confused.com, Dell, Electrolux, F5, Getty Images, giffgaff, Go-Ahead Group, HCL, Hobart, Honda, Israel Foreign Office, LivingSocial, Macmillan, Nationwide, NHL Minnesota Wild, Nokia, Play.com, PwC, Rentokil, Sony Mobile and Xerox. This book offers: The most comprehensive set of "blueprints" available in one book for delivering social media strategies more successfully. Includes in-depth case studies packed with hand-on-advice that you can put to work in your company immediately. Covers all-important strategic social media activities - from improving relationships with customers to generating more sales, product testing to team building.

I recommend this book to show how a focused, measured and collaborative approach to social media can deliver tangible and sustainable business success. (Admap, February 2014) From the Inside Flap A unique collection of 25 in-depth case studies, illustrating the best business use of social media right now. *The Social Media MBA in Practice* tells the story of one company's social media adaptation journey, each step told through the lens of a different company. The cases cover a wide range of examples; from B2B to B2C, local to global, private to public sector, examining diverse industries and organizations such as the Israeli Foreign Office and the NHL hockey team Minnesota Wild, as well as global brands like Sony, PwC, Honda and many more. Christer Holloman has met with thousands of social media practitioners around the world, sharing insights, listening to their problems and answering their questions. Time and time again he has discovered that social media practitioners want more information, more examples and more case studies. This book was created to cast a light on social media in practice and inspire others to leverage the power of social media across their business—whether in marketing, PR, sales, customer service, product development or HR—and emulate the successes in this fascinating field. Connect with the author and other readers by joining the *The Social Media MBA Alumni* group. Visit <http://www.socialmedia-mba.com> or search for the group on LinkedIn to stay up-to-date, ask questions or join the discussions. From the Back

Cover "Holloman's latest book demonstrates perfectly how, thanks to the rise of social media, companies are re-imagining the way they engage with everyone who touches their brand. *The Social Media MBA in Practice* provides professionals with an insightful selection of social case stories and tactical advice, which should help anyone who wants to create deeper connections with their customers." —Xabier Ormazabal, Head of UK Marketing, salesforce.com "More real world examples from the social media coalface—bigger and better this time around. Christer has pulled together a fascinating array of social case studies from around the world, so if you are interested in what really goes on to plan, implement and innovate in social media, this is one to read!" —Will Lockie, Head of Ecommerce, Evans Cycles "A celebration of practical and pragmatic social media advice. It's essential reading for anyone wanting to go beyond the 'whys' of social media and really understand the 'hows'." —Jeremy Woolf, Global Digital and Social Media Lead, Text100 Global Communications "A great mix of practical lessons for anyone in business or consumer social media. Readable. Repeatable. Great stuff." —Stuart Handley, @stuhandley, Communications Director, Mimecast "An in-depth insight into the different ways social media is challenging established norms and business process outside the 'usual suspects' of the marketing and communications departments. If you are looking for inspiration on how to use social practices within your organization or even to validate what you are already doing, this book is a must-read." —Eb Adeyeri, Senior consultant, Dachis Group "Christer Holloman has consistently proven himself to be one of Europe's leading digital figures. His ability to attract top thinkers in the field is unparalleled, and he is best known for facilitating forward thinking discussion across the digital marketing spectrum." —Alex Yenni, Strategy Director, Blast Radius "In order to thrive today, and not merely survive, businesses need to connect with their customers and stakeholders in ways the world has never seen before. Fortunately, there are many intrepid companies leading the way and Christer Holloman has done a superb job of capturing their examples. Any executive wanting to learn from some of the world's very best examples of social adoption and implementation should read this book sooner—definitely not later." —Michael Netzley, PhD, Academic Director, SMU Executive Development, Singapore Management University