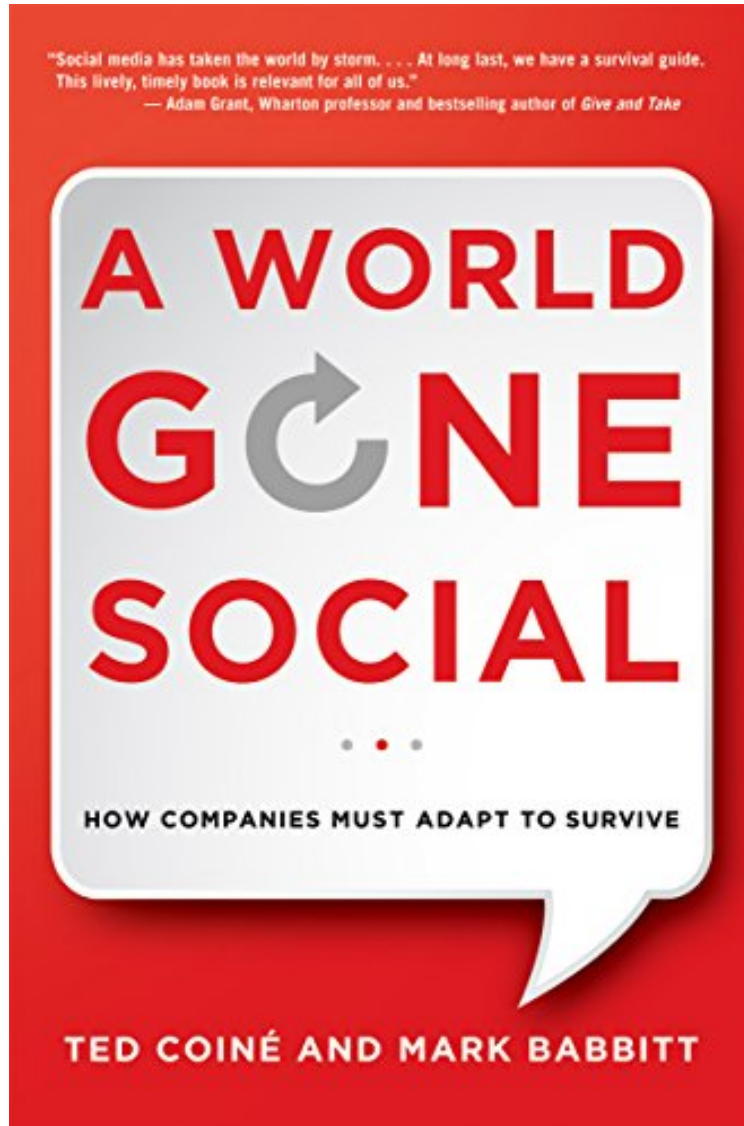


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A World Gone Social: How Companies Must Adapt to Survive

Ted COINÉacute;

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Ted COINÉacute; : **A World Gone Social: How Companies Must Adapt to Survive** before purchasing it in order to gage whether or not it would be worth my time, and all praised A World Gone Social: How Companies Must Adapt to Survive:

5 of 5 people found the following review helpful. Welcome to the Social AgeBy TimLiving in the Social Age can be exciting and a little frightening at the same time. Ted and Mark do a fantastic job at explaining how the social world is not something to fear, but something to embrace. 20th century thinking and management is dead. Today's world requires mindful leadership. They not only provide real business case studies of what works, but also what didn't work, and why. This book is not a guide to "how to tweet" or "top tools for social media". It is sound advice on how to

embrace social media and the opportunities created for business. If you are in management, leadership, recruiting, sales, or looking for a job in today's market, and think if you ignore social, it will go away, you are wrong. It's here to stay and Mark and Ted our your guides to understand it. As the previous Director of Community at The Huffington Post, I personally love the fact they dedicate an entire chapter to communities! Regardless your knowledge of social media, you will walk away with new insights after reading A World Gone Social. 3 of 3 people found the following review helpful. A Social Age future too big to ignore. A much-needed book for all! By Suzanne Daigle Sit back. Relax. It's time for a serious conversation about Social. Co-authors Mark Babbitt and Ted Coineacut; don't hold any punches. In their book, A World Gone Social, it's straight talk from beginning to end. Five years of solid research punctuated with recent real business stories present a compelling case for what it means to live, work and operate in the Social Age. The days of "too big to fail" are being replaced by a future rushing at us that is "too big to ignore". If you want to survive and thrive in business today, this is a must read. Their concept of OPEN - Ordinary People, Extraordinary Network is the giant awakening that needs to be put into action now. In this hyper connected global world, we simply can't afford to leave talent, skills, engagement and contribution of many on the table. Decision-making and taking action on the most important strategic issues are no longer just the job of a few. Mark and Ted are masterfully inviting us to involve and include the great minds of the ordinary and extraordinary that is in each of us. I salute them. This book not only tells us what is, it also shows us the way. 3 of 3 people found the following review helpful. The Social Age is Upon Us: Adapt or Die. By Customer In "A World Gone Social" Ted Coine and Mark Babbitt outline the seismic impact of social media on business. In example after example they illustrate the danger of ignoring the shift in the power dynamic between customer and business. The risks to companies that treat social media as just a toy to pay minimal attention to, or equally commonly, pretending it's a new form of broadcast medium, are put in stark terms. But it's not just a warning, they also guide the way to social done right, and the advantage that companies which have already made the transition have already begun to experience. The book traverses the impact of social on every facet of business including recruiting, customer service, management, sales, even product development. Nothing can be treated as a silo anymore. They make excellent work of showing just how interactive the operation of a social business has become. While I'm already an advocate of social media, I found the book a useful read. Exposing me to both new ideas, as well as refining my existing thinking. Bravo.

Just like the meteor that likely precipitated the end of the dinosaurs, social media is having a monumental impact on the world's economy; a change so dramatic that it has created a new business era. Welcome... to the Social Age. What does the Social Age mean for your business? Containing stories, analysis of real-world scenarios, and indispensable guidance, A World Gone Social gives you the tools and information you need to survive--and thrive--in a business climate in which customers hold all the cards... jobseekers have the power to easily find out what working at your company is really like... and expertise has become more democratic than ever as employees collaborate with each other, as well as with vendors, customers, and even competitors. You'll discover what the "Death of Large" and "Flat: The New Black" mean for you and your organization, how to build a socially enabled team that puts the customer experience first, and what it means to create an "OPEN" network of partners, collaborators, and brand champions. Filled with fascinating stories of success and failure at organizations including Barilla, Zappos, Bank of America, Lululemon, Abercrombie Fitch, Southwest Airlines, and more, the book reveals how to avoid the dangers of insincerity as well as what it takes to become a "Blue Unicorn"--the social leader. Finally, you'll learn how to objectively assess the fitness of your company's current culture and social presence. In the Social Age, companies unwilling to change will play the role of the dinosaurs: destined for extinction. A World Gone Social gives you the keys to avoid this fate--and lead your organization into this exciting business climate.

"Social media has taken the world by storm, leaving many people in the dust. At long last, we have a survival guide. This lively, timely book is relevant for all of us." - Adam Grant, Wharton professor and best selling author of GIVE AND TAKE: