



Groundswell: Winning in a World Transformed by Social Technologies

By *Charlene Li, Josh Bernoff*

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Corporate executives are struggling with a new trend: people using online social technologies (blogs, social networking sites, YouTube, podcasts) to discuss products and companies, write their own news, and find their own deals. This groundswell is global, it's unstoppable, it affects every industry and it's utterly foreign to the powerful 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*, Charlene Li and Josh Bernoff of Forrester, Inc. explain how to turn this threat into an opportunity.

Using tools and data straight from Forrester, you'll learn how 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 including monitoring your brand value, talking with the groundswell through marketing and PR campaigns, and energizing your best customers to recruit their peers

Timely and insightful, this book is required reading for executives seeking to protect and strengthen their company's public image.

"*Groundswell* is jammed with big ideas, useful stories, and quotable stats. This is the new industrial revolution. Are you on board?"

-Seth Godin, author, *Meatball Sundae*

"This book will rock your world, if social technology hasn't rocked it already. It's a tsunami of unstoppable force. Amazon, Procter & Gamble, Facebook, Google, and Dell are profiting from the crest of the wave. Are you? Li and Bernoff are the apostles of the tsunami. This book will be your bible."

-Scott Cook, Founder and Chairman of the Executive Committee, Intuit

Groundswell provides practical advice on how to stay nimble and flexible in an ever-morphing digital world. Enabling your company to respond to change quickly especially when talking to and supporting your consumers is essential for business success.

-Cathie Black, President, Hearst Magazines

"The first phase of the Internet was about getting everyone connected. In this next phase, which changes the way we work, live, play, and learn, we're starting to realize the value of those connections as well as the new communications and experiences those interactions lead to the human network. Groundswell effectively documents this shift and underscores the opportunities available to all from this major market transition."

-John T. Chambers, Chairman and CEO, Cisco

"Heed the Groundswell! It's critical reading and helped us master the new dynamics of social media."

-Christina Norman, President, MTV

"Groundswell is a comprehensive look at the tidal wave of change engulfing marketers. Nobody should attempt to engage the newly empowered and emboldened consumer without first hearing what Li and Bernoff have to say on the subject."

-Clark Kokich, CEO, Avenue A | Razorfish

"Social technologies and the groundswell impact every business and organization worldwide. Li and Bernoff have written an insightful book that takes a refreshing research-driven approach to helping businesses transform themselves and successfully navigate this new dynamic landscape."

-Steve Rubel, Senior Vice President, Edelman Digital, and columnist for Advertising Age

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Editorial Review

Review

...for *Groundswell*'s intended audience - managers struggling to answer questions such as "should my soap company have a presence on Facebook?" or "why isn't anyone reading our company blog?" - the emphasis on data and analytics is not a bug - it's a feature --The Financial Times, May 21, 2008

Their response, an introduction to the current state of online social networking and what to do about it, is entertaining, well-written and mercifully free from techy details. --The Financial Times, June 4, 2008

The Forrester analysts have prepared one of the most comprehensive and useful primers on the sudden surge in social media. --Advertising Age, July 3, 2008

About the Author

Charlene Li is a vice president and principal analyst at Forrester Research. She is one of the driving forces behind Forrester's Social Computing and Web 2.0 research. Josh Bernoff is a vice president at Forrester Research and one of their most senior and most frequently quoted research analysts. He created the Technographics segmentation, a classification of consumers according to how they approach technology.

Users Review

From reader reviews:

Robert Nguyen:

In this 21st century, people become competitive in every single way. By being competitive at this point, people have to do something to make all of them survive, being in the middle of often the crowded place and notice by simply surrounding. One thing that oftentimes many people have underestimated it for a while is reading. Yeah, by reading a e-book your ability to survive boost then having chance to stand up than other is high. For yourself who want to start reading a new book, we give you that *Groundswell: Winning in a World Transformed by Social Technologies* book as beginner and daily reading publication. Why, because this book is usually more than just a book.

Robert Brown:

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