



Marketing in the Groundswell (Hardback)

By Charlene Li, Josh Bernoff

Harvard Business Review Press, United States, 2009. Hardback. Condition: New. Language: English . Brand New Book. Since Groundswell was published in April of 2008, two things have happened: The global economy has gone into the dumper; and at the same time, marketers have fallen in love with social technologies. So states author Josh Bernoff in his introduction to Marketing in the Groundswell, which offers vital information that everyone involved in marketing or in communicating with customers needs to know. The book includes three core chapters from the original bestseller that focus on market research, marketing, and spreading word-of-mouth among your best customers. Sure, you already know that customers are writing about your products on blogs or talking about your brand on Twitter and Facebook. Now, turn that interest into opportunity and profit. In these economic times, marketers like you are increasing their investment in social technologies, while cutting back on more traditional expenses. Why? Because they work--no matter the economic climate. Marketing in the Groundswell shows you how you can build social applications, measure their results, and use the social technology movement to your company's advantage.



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