

# Groundswell



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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.

作者介绍:

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## 标签

socialmedia

社会化媒体

social

innovation

管理

media

营销

商业

## 评论

2008年的书，才7年过去，互联网已经天翻地覆变化了，新媒体玩法层出不穷。书中详细介绍的怎么弄博客，看着未免outdated，但是思考的逻辑很棒！

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08年的书现在看就有种怀旧的氛围。。。| MBA读本式。。。不好看。。。

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比较系统地分析social media的第一本书，既有系统的理论框架，又有很多的案例分析，非常有用。

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能够经历时间考验的书，是好书

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现在看来这本书的内容有些略旧，不过总体来说还是一部有用的书

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Listen, talk, energize, support, embrace groundswell to extend the voice of customer/management...a good summary of socialmedia strategy

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## 书评

It's much more competitive in China Market than Western Countries. Because: 1. Social networking is rapid blooming China then Western countries 2. We have totally different social culture in China So, this book is a reference, but not a bible.

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