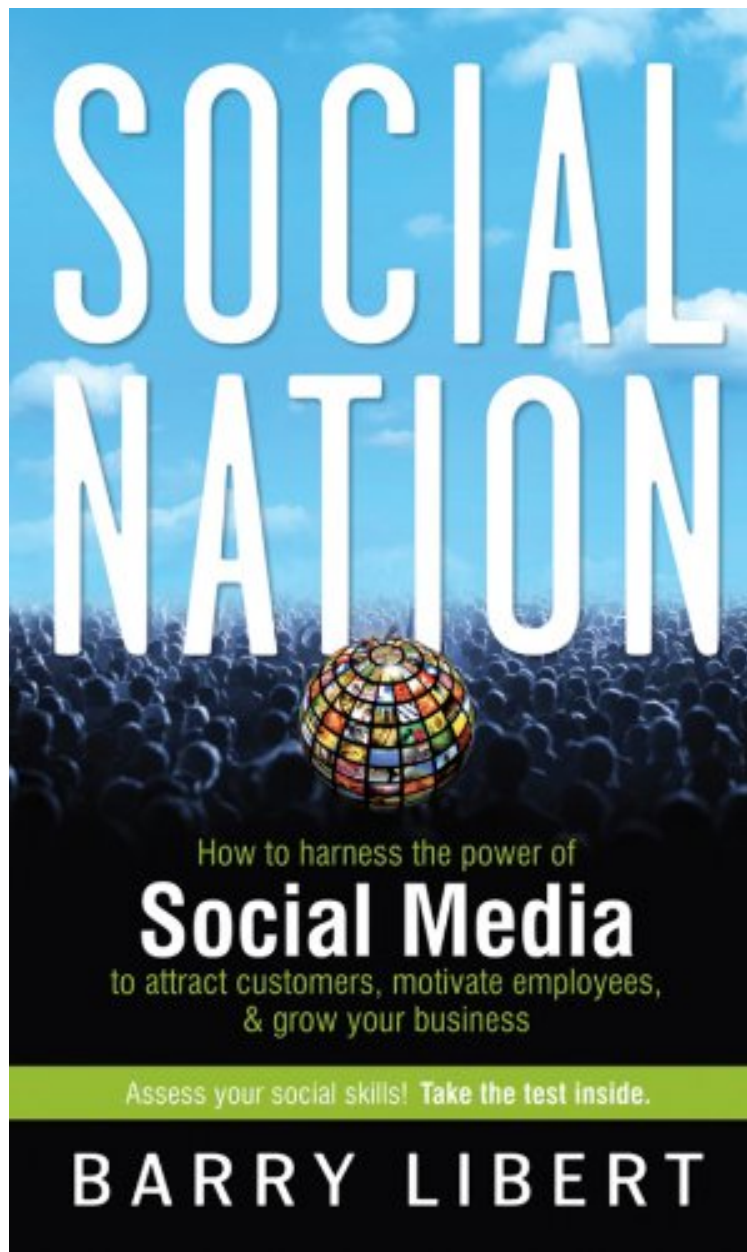


[FREE] Social Nation: How to Harness the Power of Social Media to Attract Customers, Motivate Employees, and Grow Your Business

## **Social Nation: How to Harness the Power of Social Media to Attract Customers, Motivate Employees, and Grow Your Business**

*Barry Libert*

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**Barry Libert : Social Nation: How to Harness the Power of Social Media to Attract Customers, Motivate Employees, and Grow Your Business** before purchasing it in order to gage whether or not it would be worth my

time, and all praised *Social Nation: How to Harness the Power of Social Media to Attract Customers, Motivate Employees, and Grow Your Business*:

6 of 6 people found the following review helpful. Putting Social to Work By Rocklobster Starting with a real-life and enlightening exchange with his wife, Barry Libert begins to open our eyes to how we must take advantage of everything our new Social Nation has to offer. Libert seems to have written *Social Nation* so that we all can save the many good things about being in charge of a small company, of being an employee of a Fortune 500 company, of being a customer of the hardware store down the street. Libert, has managed to write a business book which is truly for any adult, be they an employer, employee, or customer. The book has an excitement to it, due to how Mr. Libert has written at a pace which makes me and others feel that this is the time to fix some of the many things that were so great about American capitalism. Today, if we did an impromptu interview out on the street, I would bet it would be hard to find customers who felt that the places they shopped actually even knew if they were a customer; and men and women who work in all sorts of buildings and industries would tell us that they have never had a real discussion with their manager or his manager together with other employees. Many would tell us that the "suggestion box," now seen only in movies before the 1970's, has been broken and out of service for the entire time they have worked at their job. It is true that there have been "scars" about us losing how to really communicate with each other. Think of the television, then the cell phone, and ..... Libert spins no scare tactics in *Social Nation*. He has the facts. He cuts to the truth. For a number of decades businesses have cared more about assets and cash on hand, "than they did people and their relationships." Well, now, with the Internet and the Web, companies, employees and their clients can regain what made capitalism in the United States so great, we were all part of it. We can be again. Companies can offer clients their own Web sites which would contain information about the products they have purchased, and, the company would offer specials directly to the customer and not through a blaring commercial. This would all be done on an opt in basis, no push advertising. The customer receives a genuine invitation to be a part of that business. Better yet, as *Social Nation* points out, employees and employers can start rebuilding, or for most of us, start from scratch, the building of trust, commitment, and loyalty. *Social Nation* illustrates that what our kids take as just part of life, business can use to listen to employees and what they have to say, the good, the bad, the great suggestion which may be a company's best selling product the next year. All of it is possible. Just as important, the employees will feel part of something, because they are part of something. Something that Libert's *Social Nation* makes many of us yearn for, only now, it can be revived and made even better. That is how American business works. At a time when many of us are looking for things to be hopeful about, Barry Libert brings us a gift of hope and of success, in *Social Nation*.

1 of 1 people found the following review helpful. Must read "Social Nation" By ecord If you are new or an established social networker you will find excellent nuggets of information. Many of the chapters outline a very clear step-by-step process of how to set up your social following. Barry also spells out the proper etiquette that is very important when engaging in social networking. Highly recommend this book.

1 of 1 people found the following review helpful. What's Next For Social Media? By J. Navarre Everyone seems to be asking, what's next for social media -- we've got our LinkedIn profiles in place, we're blogging, we're posting on Facebook, we've got YouTube videos, podcast syndication, and we send out Tweets from both individual and law firm accounts, now what? Try *Community*. It's time to trade the "casting-your-giant-net-hoping-something-will-swim-in-to-it" only approach to social media for an eco-system that nurtures, serves and replenishes. Sound sort of fishy? It isn't. And, *Social Nation* will give you plenty of reasons to do so, then walks you through some best practices. Libert is the founder and CEO of Mzinga, a company that provides social software that manages two billion conversations a month for 15,000 communities on behalf of 300 well-known companies. He is a cutting edge thinker and doer that credits his success to the communities that he's been so successful in building.

Top Take Aways:

- \* Libert provides a lot of white space for you to move around in. He acknowledges that change is not easy, and that "building social leadership skills" is a journey. He suggests that the more you practice community, the easier it becomes and the more rewards it delivers. There's even a companion "test" you can complete online to assess your Social Quotient.
- \* He defines four driving forces in the shift toward a more social business world and explains them in detail:
  - \* Today's changing workforce
  - \* Open business models
  - \* Emerging technologies
  - \* Social monitoring and measuring tools.
- \* He confirms that Community minded companies are creating extra-ordinary value, revealing findings from a study by Wetpaint and Altimeter Group, "The World's Most Valuable Brands. Who's Most Engaged?" The study shows that financial performance increased by as much as 18 percent on average in one year for those companies most engaged in social media. By comparison, those companies least engaged saw an average decline of 6 percent in revenues during the same period.
- \* Socializing requires more than just being there -- you have to interact with others, instigate discussions, and respond during conversations. Noting that: "In the past companies and institutions have traditionally focused exclusively on the bottom line while disregarding the people and the processes by which they got there. In today's social world, the collective voice is driving business, leading to the conclusion that to reach that bottom line successfully, businesses must understand and embrace these social models, sensibilities and processes." Chapter after chapter, the jewels in this book are dripping.

Culture is the Company's DNA Letting culture lead the way means allowing your core values to become integral to every piece of

your social nation building process. Clients want more than transactions. They want connections. The business world is changing. The more we listen and the more we understand someone else's needs, the more successful we can be in today's socially connected world. The less we listen, or try to pretend we're listening (i.e. without authenticity) the more irritated and turned off other people will become. Technologies connect people in faster more transparent ways. Very few people can be successful in a vacuum. When we interact with each other we have a better chance of being successful. The insight we receive from social interactions and communications that take place among and between our customers, employees, investors and partners can be turned into action-able activities - new service ideas, better customer support, improved marketing communications, enhanced community activity, involvement, and positive sentiment. Social Intelligence is valuable for remaining competitive. There is the potential to gain intelligence from every communication and interaction - to improve what the firm does, sells and how it responds in real time to community requirements. Learn from your engagement with others. Use the information to do what you do better. Help you make decisions. Insights you can gather from your current clients as well as those you don't have yet. Which new services should we offer? Empower your clients. The most cost effective way to stay competitive is to retain existing clients. One way to achieve this is to anticipate and understand the needs of existing clients so that you can reach them before they even realize they have an "unfulfilled need." "Social intelligence offers business the means to proactively seek and act: To address problems and remain competitive. It can act as a bridge between what you can do and what others can do for you. It's a tool that links a company willing to listen with the customers who want to share and innovate." The bottom line Using Internet technology to deliver real value, increase productivity and enable interaction can give law firms, businesses, non-profits, and other professionals an edge over the competition [while its still available]. So, stop adding to the noise and start making a difference. Read this book and learn how.

It's time to join Social Nation and prosper! This book will show you, as an employee, customer or partner, how to use new social technologies, make yourself heard, and produce better products and services. As a leader and manager, you'll find out how to use these tools to harness social interactions to improve your business and to create your own social nation. The book provides a social assessment for leaders, managers and employees to scientifically evaluate your individual social skills and competencies. This book relies on well-known case studies about businesses that illustrate how social principles and strategies can help organizations to: Integrate social skills into existing managerial and leadership practices Overcome some of the common risks and objections that are often cited as obstacles to becoming a successful social enterprise Adopt new forms of social leadership across the entire organization Attain social intelligence by listening, understanding, and measuring outcomes of your investment in relationships with customers, employees and partners Realize tangible economic benefits and ROI from new product and service offerings Social Nation provides readers with an opportunity to join the Social Nation community and share experiences with other leaders and social individuals.

From the Back Cover Praise for SOCIAL NATION "Barry Libert is showing us all how to win by getting from me to we in our social world." mdash; John Kosner, Senior Vice President and General Manager, ESPN Digital Media "Social Nation is a must-read for business leaders striving to reset the rules of the game." mdash; Dwayne H. Spradlin, President and Chief Executive Officer, InnoCentive, Inc. "Barry Libert is a collaboration pioneer, not just as a thinker but as a practitioner who is curating some of the most significant communities in business. Read Social Nation for his wisdom about how today's companies can use social media for success." mdash; Don Tapscott, author of fourteen books including (with Anthony Williams) MacroWikinomics: Rebooting Business and the World Harness social media connectedness and make your business personal. Join the social revolution at [socialnationbook.com](http://socialnationbook.com). The future of business is about building communities for customers, employees, and partners. Social Nation demonstrates just how important emotional and social connections are to attracting and keeping customers, motivating employees, and growing a more profitable, viable business. To build your own Social Nation, this book gives you a complete toolbox, including seven principles for creating a successful social strategy, as well as an assessment that helps you apply your skills and talents to today's networked world. Pick up Social Nation and embrace this new revolution, its innovative technologies, and the fresh revenue sources that will transform your organization. About the Author BARRY LIBERT is the founder and CEO of Mzinga, a company that provides social software that manages two billion conversations a month for 15,000 communities on behalf of 300 well-known companies. He has coauthored four popular business books on information and social networks.