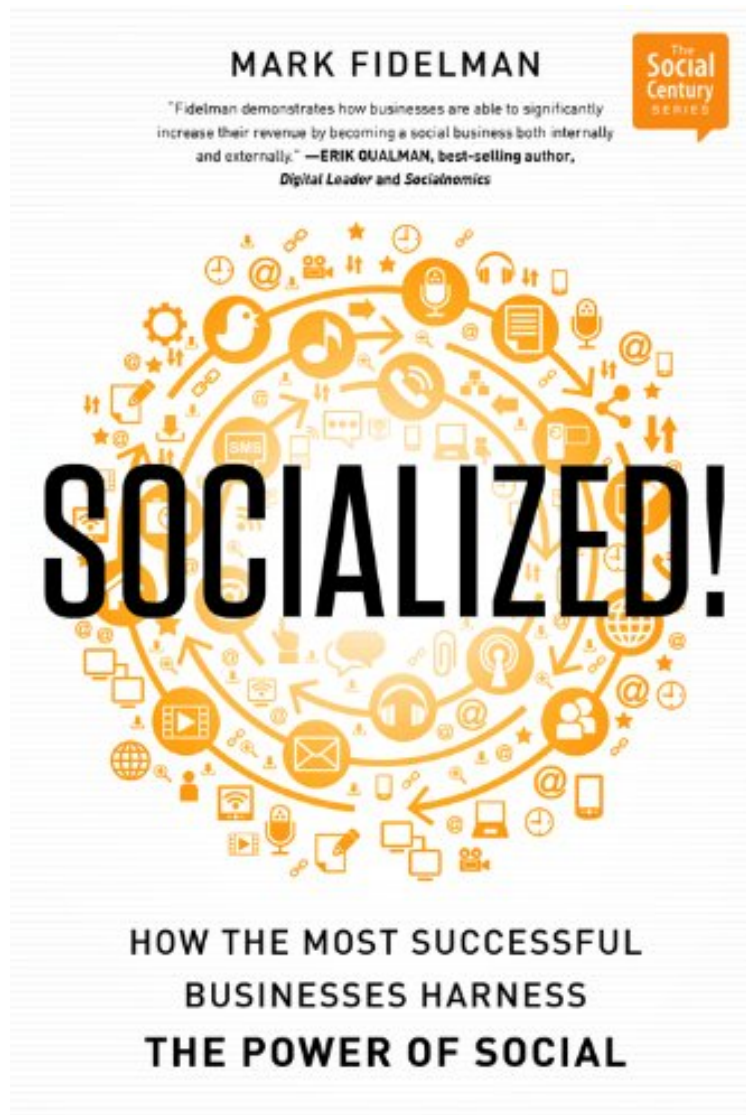


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Socialized!: How the Most Successful Businesses Harness the Power of Social (Social Century)

Mark Fidelman

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Mark Fidelman : Socialized!: How the Most Successful Businesses Harness the Power of Social (Social Century) before purchasing it in order to gage whether or not it would be worth my time, and all praised Socialized!: How the Most Successful Businesses Harness the Power of Social (Social Century):

0 of 0 people found the following review helpful. Great book for anyone seeking to understand how what's happening online is changing the way business gets doneBy J.B.When it comes to social media content on the web, so much of

what is written is either too high-level or tactically-oriented. Socialized has stood the test of time, and remains relevant for business leaders seeking to better understand actionable steps to improve their social influence. The author wrote the book in a very engaging manner that made it easy to get through, unlike many business/marketing books. Highly recommend! 5 of 5 people found the following review helpful. Must-Read Guide for Social Media For Business By Terry L., Brock [\[\[VIDEOID:moFNUPW8ZT6BBV\]\]](#) Mark Fidelman has done a masterful job with his work in Socialized. He not only illustrates what is happening to business and how Social Media is changing how business is done, he also provides a step-by-step guide. Watch this video to see some excerpts from the book that you can implement with your team right away. I highly recommend this book from Mark Fidelman on Socialized. Terry Brock 1 of 1 people found the following review helpful. philosophy and tactics By Debra Louison Lavoy Mark's done a great job of writing a readable, valuable narrative that helps business appreciate the change that's taking place and how they can leverage it. My favorite part is his list of the 7 archetype people you need to have on board for success. His acute visual skills mean that the charts and graphics here are both valuable and a pleasure to look at. He's also gathered a highly diverse set of case studies of how companies you are familiar with have experimented, and often wildly succeeded at social business.

Most companies today realize the imperative to connect with their customers, employees, and partners through social technologies—Facebook, Twitter, Google+, YouTube, and elsewhere. But a huge challenge is still in the way: how to build programs and teams for accomplishing all that. While organizations have been fixated on how to use the latest social tool, they've lost sight of how to create a talent pool capable of adjusting to the next wave of technology around the corner. For corporations to successfully transform into social business enterprises they must shift the focus from computers and tools to developing skills and attitudes around technology. Socialized! represents a "playbook" on how to create such a high-performing social enterprise. Filled with clear strategies and real-life stories from visionaries and change makers, the book is designed to help leaders motivate employees throughout the organization to adopt a "social" mindset, ensuring success against the competition.

.com "In SOCIALIZED! Mark Fidelman demonstrates how businesses are able to significantly increase their revenue by becoming a social business both internally and externally." (Erik Qualman, best-selling author, Digital Leader and Socialnomics) "Exceptionally well written and engaging. . . . If your goal is to make your business number one in your industry, then this is the book you'll want to own." (Deepak Chopra, NYT best-selling author) "Fidelman's brilliant insight into the importance of adapting the corporate social sphere, offers real-world, tactical guidelines to establishing a community around your brand. If you want to build an engaged audience, SOCIALIZED! is the roadmap. This book is a must-read for anyone on my team!" (Matt Michelsen, CEO, Backplane) "This is not another social media book but the first book that provides organizations with the "secret sauce" to become a social business. From Fidelman's own experiences to those of his expert sources, there's an impressive portfolio of case studies to learn from and implement immediately to help your business take advantage of all that social has to offer." (Jeff Schick, VP Social Business, IBM) "For too long the command and control management philosophy has ruled most corporations. That model is over. Fidelman demonstrates why a social business is replacing that leadership model and how new technologies enable a much more adaptable leadership instead." (Jon Ferrara, CEO, Nimble) "In a world where customers are more vocal than ever, and word of mouth can make or break a business, Fidelman delivers a sound roadmap to guide businesses through the social media gauntlet. As a result of reading SOCIALIZED!, forward-thinking leaders will have the practical strategies they need to engage with customers that are more loyal than ever, and the opportunity to surpass the competition." (Becky Carroll, author of The Hidden Power of Your Customers: Four Keys to Growing Business From Existing Customers) "Whether communicating externally or internally, every company needs to harness social, or they're behind. In SOCIALIZED! Mark Fidelman draws on the practices of innovative companies like SAP to provide a blueprint for the social enterprise. Read this book." (Oliver Bussman, CIO, SAP) "SOCIALIZED! is an imminently readable, practical, and modern guide to social business. The playbook section alone is worth the price, and then some. Mark Fidelman has added an important piece to the corporate social transformation puzzle." (Jay Baer, President, Convince Convert and co-author of The NOW Revolution) "Social transformation in business is a strategic core element for market relevance and sustainable growth. Fidelman's expert advice is essential for all executives looking to transform their business to a social enterprise. As the chief customer officer for an award-winning social enterprise, I consider Fidelman's thought leadership to be among the very best in industry." (Vala Afshar, Chief Customer Officer, Enterasys Networks) "Just as I was starting to free up time by tuning out every so-called "social media guru," Mark Fidelman comes along with something truly pioneering! SOCIALIZED! cuts through all the yammer to create the definitive guide for social in the enterprise. You'll never have to suffer through another mind-numbing social strategy meeting because it's all here in this book." (Steve Faktor, author of Econovation and founder of IdeaFaktory) "Mark Fidelman is a brilliant innovator and peerless connector. His social business insights

will give you a competitive advantage in this dynamic era." (Tristan Bishop, Director of Digital Strategy, Symantec) "Standing out from the flood of excellent books on social media for the enterprise, Fidelman's **SOCIALIZED!**, from his first-hand experience, offers not only a compelling case that any leader can understand but also an explicit path for socializing a business so that it can stay relevant and sought-after." (Kare Anderson, Author, *Moving From Me to We*, Forbes Columnist, "Connected Quotablerdquo;) "Fidelman's ability to simplify key concepts like the Digital Village, Darwin's Funnel and the Digital Network, gives the reader a unique and important understanding of the power of Social Business. You'll be sorry if you don't read this book before your competitors do." (Dr. Natalie Petouhoff, speaker, author, and social business social media ROI expert) "About the Author Mark Fidelman is a proponent of Social Business transformation, both internal and external. Empower your employees and listen to your customers, he says, and you'll quickly cut costs, increase revenue, and develop an innovation machine. His take no prisoners view makes him one of the most widely read bloggers in the Social Business space. Mark has deep experience in sales, marketing, and social media. He has led sales as a section 16 officer for a public company, and is well acquainted with how large Fortune 500 and small companies operate. Mark is a sought after speaker and is frequently featured in the media, most recently in Forbes, the New York Times, and Business Insider.