



Wikibrands: Reinventing Your Company in a Customer-Driven Marketplace

By Mike Dover, Sean Moffitt

Tata McGraw-Hill Education Pvt. Ltd., 2011. Hardcover. Condition: New. First edition. REINVENTING YOUR COMPANY IN A CUSTOMER-DRIVEN MARKETPLACE FOREWORD BY DON TAPSCOTT, Bestselling author of Wikinomics "A must-read for business leaders, managers, and just about anyone who wants to recognize and tap into the incredible creative energy of customers and stakeholders." -- Richard Florida, bestselling author of The Rise of the Creative Class "Marketers should follow the course laid out by Sean Moffitt and Mike Dover, which leads us into a new brand future of pull, not push, and of conversation, not control." -- B. Joseph Pine II, bestselling author, The Experience Economy "Thoughtful, innovative, and most of all practical. If your organization wants to deploy technology to build better client relationships, Wikibrands will show you how." -- Keith Ferrazzi, bestselling author, Never Eat Alone "Your brand can share control to create value. With the changing role of consumers, every brand is a lie, not a promise. But Wikibrands offers marketers a rich understanding of how social media can drive engagement for brands that make them true." -- Ross Mayfield, Chairman, President, and co-founder, Socialtext "A must-read for the hungry marketer!?" -- Julie Roehm, Backlash Meta, LLC "The...



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