



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

Mark Fidelman

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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 business strategy capable of adjusting to the next wave of technology around the corner.


The author has identified the strategies and tactics of the world's best social business organizations--from leaders at **IBM, Microsoft, Salesforce.com to those at Google, JetBlue**, and several small businesses. He also provides a **never before revealed playbook** that businesses can use today to start increasing revenue immediately and for the long term.

For corporations to successfully transform into social business enterprises they must shift the focus from computers and tools to developing skills and attitudes around social technologies. **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 business leaders create an adaptable, agile, more profitable business thereby ensuring success against the competition.

You will learn how to:

- Create and nurture a high performing "digital village" or internal social network
- Connect with your "digital network" and build a community of brand advocates
- Manage "Darwin's Funnel" or a sales and marketing funnel with a social wrapper

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