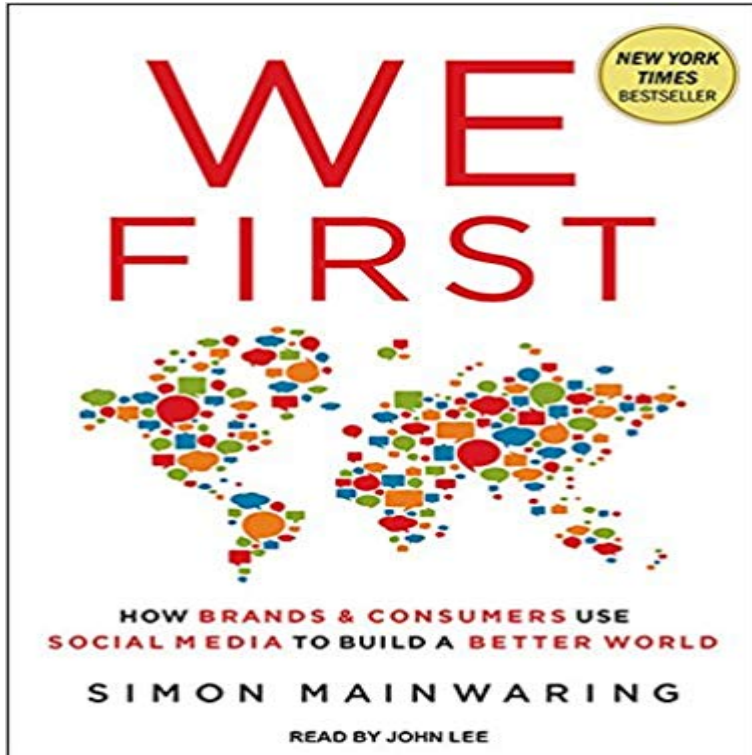


We First: How Brands and Consumers Use Social Media To Build a Better World



A social media expert with global experience with many of the worlds biggest brands-including Nike, Toyota, and Motorola-Simon Mainwaring offers a visionary new practice in which brands leverage social media to earn consumer goodwill, loyalty, and profit, while creating a third pillar of sustainable social change through conscious contributions from customer purchases. These innovative private sector partnerships answer perhaps the most pressing issue facing business and thought leaders today: how to practice capitalism in a way that satisfies the need for both profit and a healthy, sustainable planet. Mainwaring provides case studies from companies such as P&G, Wal-Mart, Starbucks, Pepsi, Coca-Cola, Toyota, Nike, Whole Foods, Patagonia, and Nestle, as well as a bold plan for how corporations need to rethink their strategies.

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