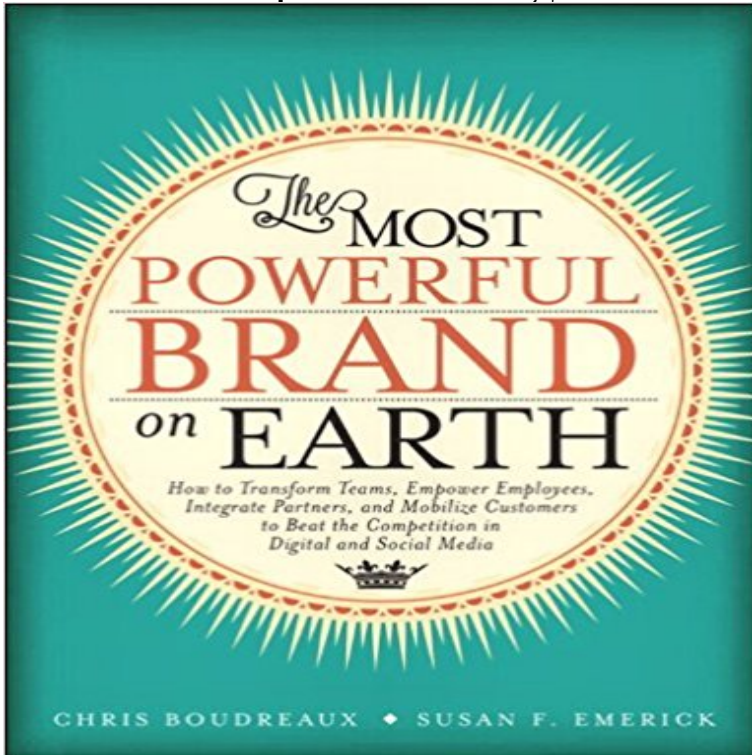


# The Most Powerful Brand On Earth: How to Transform Teams, Empower Employees, Integrate Partners, and Mobilize Customers to Beat the Competition in Digital and Social Media



Brands that thrive and profit from employee and customer empowerment generate significantly greater awareness and revenues, while also decreasing the costs of marketing, selling, and customer service. However, employees must engage in public, real-time conversations. And most people are not professional communicators. Achieving those outcomes requires new skills, business processes, governance, measurement, and infrastructure. In addition, leaders must learn new ways of managing risk, while helping employees build and manage external relationships in real time. Now, in *The Most Powerful Brand on Earth*, social business pioneers Chris Boudreaux and Susan Emerick help you successfully manage all these changes. Drawing on their experience leading social media transformations at IBM and other top companies, they present frameworks and case studies from key innovators that show how to

- Leverage the surprising dynamics of online influence
- Plan, execute, and manage the development of key relationships
- Measure outcomes and performance in effective and useful ways
- Resolve crucial security, privacy, and regulatory issues that arise when others represent you online
- Gain crucial support from leaders, participants, and other stakeholders
- Empower the people and teams you attract, hire, and support
- Navigate cultural and process changes that will make or break your program
- Preview trends that will shape your social empowerment programs in coming years

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