



Opting In: Lessons in Social Business from a Fortune 500 Product Manager (IBM Press)

Ed Brill

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Does social business work, or is it just the latest marketing buzzword?

"Social business isn't some hot new fad that will be over in an Internet minute." So says IBM executive Ed Brill, in his new book *Opting In*. Whether you are a product or brand manager, marketer, customer satisfaction expert, strategist, HR executive, IT manager, or CFO, this book will help you understand how you -- and your organization -- can be more successful through becoming a social business.

In *Opting In*, you will learn how to be successful in social business, based on the strategy and lessons learned as IBM adopted a culture of transformation and engagement. Brill candidly shares the best practices, challenges, and results of IBM's social business transformation. *Opting In* outlines the process of becoming a social business, through organizational commitment, cultural change, the right tools, and a strategy for engagement. Brill helps readers develop individual strategies and a roadmap for using social business tools, from time and place considerations, volume and amplification, offense and defense considerations, through building an army of advocates.

Opting In will help you learn how to use social business tools to grow your business through customer intimacy, global reach, and product lifecycle acceleration. You will improve your individual and organizational effectiveness through influence and reach. You will learn when and how to engage with customers as individuals and the marketplace through unique voice. Brill also shows how social business helped him enhance his personal brand through leadership, influence, balance, and inclusion -- and how it can do the same for you.

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