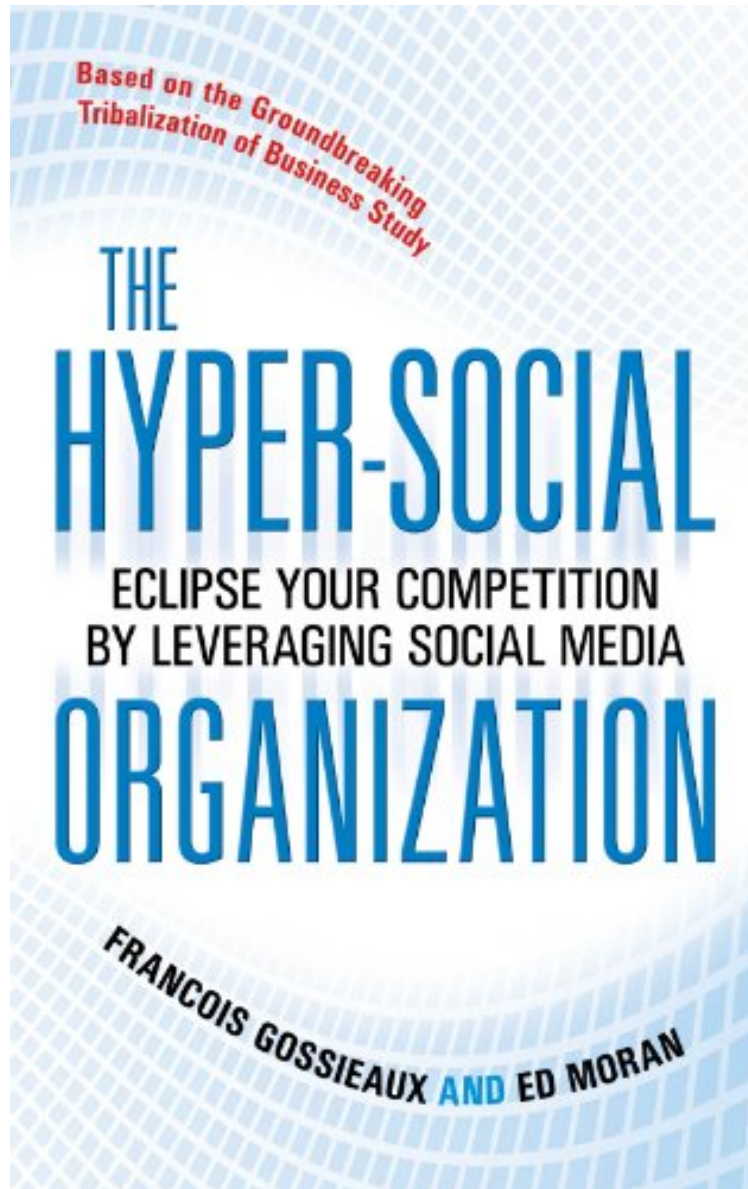


The Hyper-Social Organization: Eclipse Your Competition by Leveraging Social Media

Francois Gossieaux, Ed Moran

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Francois Gossieaux, Ed Moran : The Hyper-Social Organization: Eclipse Your Competition by Leveraging Social Media before purchasing it in order to gage whether or not it would be worth my time, and all praised The Hyper-Social Organization: Eclipse Your Competition by Leveraging Social Media:

2 of 3 people found the following review helpful. Human 1.0 is what I'm loving.By CustomerWhat I love about this

book is the emphasis on the "social" in social media. The Authors call it "human 1.0" and outline the basics of what make us social creatures and how we need to stress the human aspects of our interactions more than focusing on customer relationships and marketing. Trust of course is fundamental and I find myself applying the lessons of managing for human-centered trust relationships to many situations I have encountered professionally, personally and in other ways (are there other ways?). The book has got me thinking about how to apply the ideas in multiple professional settings beyond the obvious direct connection with Corporate Community Development and that is what makes it great. For me, a thoughtful, and thought provoking book is a rare and priceless gift. This is one of those. P.S. I was only going to give four and one half stars because there are some sentences early on that I *still* can't figure out, although I think I got the rest of the context. The more I have read, the more I have had to devour this book, more like it is a crime-thriller than a and educational tome. 1 of 1 people found the following review helpful. "The Hyper-Social Organization" - For Serious Builders To Eclipse Competitors By Leveraging Social Media Now/Today!!! ...By Michael GreenGold...Being Social has always played a Key Role in Success!!!...Being a Hyper-Social Organization will take You to the Next Level!!!..."The Hyper-Social Organization", from Francois Gossieaux Ed Moran, Authors, Authorities, Thought Team Leaders, etc. is for those Organizations, etc. that Need to Stop Marketing to Consumers and Start Socializing with Communities who Know what they like and aren't afraid to Share!!!..."The Hyper-Social Organization" is for those who understand the Power of Social Media---and Want To Use It to their Best Advantages!!!...Now / Today...For those who are ready, This Definitive Guide of 4 Parts, 20 Chapters, 359+ pages is where Your Journey begins!!!...Ready, Let's Roll!!!...The Hyper-Social Organization: Eclipse Your Competition by Leveraging Social Media..."The Hyper-Social Organization" starts with the 5 Steps to Being Hyper-Social - Step 1 / Forget technology---Understand the four drivers of successful communities...Step 2 / Forget market segments and consumers---think tribes and humans...Step 3 / Forget-company centricity---think human-centricity...Step 4 / Forget channels---think networks...Step 5 / Forget process and hierarchies---think social messiness!!!!..."The Hyper-Social Organization" will show how to change your Organization and be on the Leading Edge to Eclipse Your Competition by Leveraging Social Media!!!.....From the Dedication, Foreword / Hyper-Social Revolutions and Revelations, Robert V. Kozinets, Acknowledgments, Introduction / Your Customers and Employees are Hyper-Social... Is Your Business?...Part 1 - Resist The Hyper-Social Shift At Your Peril has 4 Chapters....Chapter 01 - How Did We get Here? How Social Media Drives Hyper-Sociality and Why Businesses Must Change....Chapter 02 - The Human 1.0 in a Web 2.0 World....Chapter 03 - The Impact of Hyper-Sociality on Your Business....Chapter 04 - The True Drivers of a Successful Community....Part 2 - The Four Pillars of Hyper-Sociality has 4 Chapters....Chapter 05 - Forget Market Segments and Consumers---Think Tribes and Humans....Chapter 06 - Forget Company-Centricity---Think Human-Centricity....Chapter 07 - Forget Information Channels---Think Knowledge Networks....Chapter 08 - Forget Hierarchies---Embrace Social Messiness at the SEAMS....Part 3 - Practically Speaking : Your Business through the Hyper-Social Lens....Chapter 09 - How Hyper-Social is Your Company?...Chapter 10 - Old Management Thinking Won't Work in the Hyper-Social Organization....Chapter 11 - Hyper-Social Organizations Use Different Metrics....Chapter 12 - Hyper-Social Businesses Need Different Talent....Chapter 13 - The Seven Myths of Hyper-Social Organizations....Part 4 - Hyper-Sociality is Not Just about Marketing : Your New Hyper-Social Organization Chart....Chapter 14 - Marketing 2.0 and the Rise of the CMO 2.0....Chapter 15 - Customer Experience 2.0....Chapter 16 - Sales 2.0....Chapter 17 - Product Development 2.0 and Innovation 2.0....Chapter 18 - Talent 2.0....Chapter 19 - Knowledge Management 2.0....Chapter 20 - Business 2.0 and Leadership 2.0...."The Hyper-Social Organization" closes with an Epilogue : Your Hyper-Social Future, Endnotes, the ever helpful Index About The Authors!!!..... Going Forward, We will find with "The Hyper-Social Organization", The Unbundling of the Organization as We Know It Today We will see a New World Order Structure!!!...Those who are Ready will be the Builders of the New World Order have a Leg Up on their not ready, left-behind Competitors!!!... Which One will You be?!!!... To Be Ready or Not Be Ready?!!!... Pick One - The Choice is Up To You!!!!...Now / Today...Carpe-Diem / Seize The Day!!!!...Michael!!!!...4 of 5 people found the following review helpful. It's the people, stupidBy Yvonne DivitaThe Hyper-Social Organization is a book that should be on every executive's desk. All entrepreneurs and small business owners should have a copy - several copies; one for them, and some to share. It's that good. I've been in social media for 8 years - almost a lifetime, online. My focus has always been on "the people" ...not the technology or the tools. Remember when business was all about "the people" ...back in the last century? Despite great advances in technology, despite the always on, immediate real-time communication tools that dominate our world today, the only thing that really matters, in life and business, is the people. The authors of this book promote the concept of the "tribe" which I can't get my head around - not the concept, the word. Not at all sure why that word resonates with people, but it does. I prefer neighborhood - I hang out in my neighborhood, whether that's Facebook online, or Twitter, or my blog; whether that's the community center where I live, or a coffee shop across town, or a business event across the country. It's my neighborhood - friendly, open, approachable, and comforting. Tribe or neighborhood, the fact is - humans are hard-wired to be social. This book gets to the "heart" of that. Yes, the "heart" of it. Not the 'brain' which is what all the other social media books seem to want to tout - brain thinking, as in, why do people buy? Why do people congregate? What makes people tick? It's heart, not brain. I'm so fascinated by the examples in this book, and I'm only half-way through.

The companies that are able to embrace their customers (and employees, one hopes) as people first, and buyers, next, are the ones who will succeed in being hyper-social. It's not about you...it's about me. It's about my "tribe" or "neighborhood" and how we act together. It's about understanding people and heart, first. Then, allowing us to be part of what you're creating. Wow... what a concept. I can't wait to finish this book, but it's not one you should be reading at one sitting, or even over the weekend. Take your time. Underline, highlight... bookmark. You'll want to go back and re-read, then make notes. Put down whatever else you're reading today, and pick up this book. It's that good.

The definitive, maximum-impact guide to using the transformative power of social media as the ultimate competitive advantage About the Book In The Hyper-Social Company, Ed Moran of Deloitte and Francois Goissieux of BeelineLabs identify how (and which) social media are fundamentally changing core business processes and the way businesses and customers interact. These changes are being driven by what the authors call the "Hyper-Social Shift." Through interviews with more than 500 companies and studies of social media, Moran and Goissieux have gained radical new insights into the advantages many businesses have derived from new technologies and practices. From these findings, the authors have developed self-analysis tools—including the Hyper-Sociality Index (HSI) profiled in this book—that leaders and managers can use to assess their enterprises' Hyper-Sociality; pinpoint which parts of their organization are ready to make the leap; and benchmark their progress against competitors, or against their industry as a whole.

About the Author Francois Gossieux is cofounder and partner at Beeline Labs, a marketing innovation strategy firm, and a senior fellow and board member at the Society for New Communications Research (SNCR). He lives in New York, NY. Ed Moran is director of Product Innovation for the Global Technology, Media and Telecommunications group at Deloitte and the creator/architect of that firm's State of the Media Democracy Survey of emergent consumer behavior. He lives in New York, NY.