
NILOFER MERCHANT

11 Rules for Creating Value in the #SocialEra

Rules For Creating Value In The Social Era

Alistair Croll, Benjamin Yoskovitz



Rules For Creating Value In The Social Era:

11 Rules for Creating Value in the Social Era Nilofer Merchant, 2012-09-12 The era of social technologies provides seemingly endless opportunity both for individuals and organizations But it s also the subject of seemingly endless hype Yes social tools allow us to do things entirely differently but how do you really capitalize on that In 11 Rules for Creating Value in the Social Era the newest in Harvard Business Review s line of digital books HBR Singles social strategist and insightful blogger Nilofer Merchant argues that social is much more than media Smart companies are letting social become the backbone of their business models increasing their speed and flexibility by pursuing openness and fluidity These organizations don t operate like the powerful 800 pound gorillas of yesteryear but instead act more like a herd of 800 gazelles moving together across a savannah outrunning the competition This ebook offers new rules for creating value leading and innovating in our rapidly changing world These social era rules are both provocative and grounded in reality they cover thorny challenges like forsaking hierarchy and control for collaboration getting the most out of all talent allowing your customers to become co creators in your organization inspiring employees through purpose in a world where money alone no longer wields that power and soliciting community investment in an idea so that it can take hold and grow The strategies of the Industrial Era or even the Information Age will not be enough for the Social Era Read 11 Rules for Creating Value in the Social Era to get ready to meet the challenges of this new age and thrive HBR Singles provide brief yet potent business ideas in digital form for today s thinking professional Editorial Reviews Named a Best Business Book of 2012 by Fast Company Ms Merchant s new work provides a provocative vision of the future of both what organizations and what work might look like yet grounded in real businesses today this will inspire ideas and thought about what running a business really means Forbes com Every CEO CMO and decision maker needs to read this Nilofer has taken a high level concept and made it abundantly clear how to implement this big idea Tara Hunt cofounder and CEO Buyosphere author The Whuffie Factor Using the Power of Social Networks to Build Your Business A rare combination strategic well researched and actionable Nilofer Merchant helps executives see what s at stake in the connection economy Seth Godin author Meatball Sundae Is Your Marketing Out of Sync Traditional strategy is dead But do not fear Nilofer Merchant shows how your organization can thrive with the new rules of the Social Era Buy yourself a copy and one for every member of your board Charlene Li founder Altimeter Group author Open Leadership How Social Technology Can Transform the Way You Lead and coauthor Groundswell Social media is not about hooking up online It s becoming a new means of production and engagement Nilofer lays out her enormously helpful 11 Rules to embrace the Social Era Don Tapscott coauthor Macrowikinomics Rebooting Business and the World Pay attention to Nilofer Merchant Or risk obsolescence Dave Gray Senior Vice President Dachis Group Nilofer Merchant nails it in this important and timely book It s an insightful road map through the new world of business that embraces openness stability sustainable advantages profitability and the new value chain It s all here for you to devour I hope you re hungry

Mitch Joel President Twist Image author *Six Pixels of Separation Everyone Is Connected Connect Your Business to Everyone* Nilofer Merchant offers not just a name the Social Era to these confusing and turbulent times but thoughtful and straightforward advice about how both institutions and people can thrive not just be the last one standing Required reading for today's leaders and tomorrow's Barry Z Posner Accolti Professor of Leadership Santa Clara University coauthor *The Leadership Challenge How to Make Extraordinary Things Happen in Organizations* With tools metrics and markets pulsing with change Nilofer's *11 Rules for Creating Value in the Social Era* is a vital compass to staying relevant and profitable Embrace them Lisa Gansky entrepreneur author *The Mesh Why the Future of Business Is Sharing* Nilofer Merchant deftly dissects the industrial traditions that are failing us Not content to simply describe the state of affairs she also offers comprehensive prescient guidelines for taking the future into our own hands This book opened me up to a whole new way of thinking about business influence and power Deanna Zandt media technologist author *Share This How You Will Change the World with Social Networking* *11 Rules for Creating Value in the Social Era* completely convincingly and lucidly redefines what it's going to take for companies to be successful going forward Powerfully provocative and highly practical Bravo Nilofer Tony Schwartz President and CEO The Energy Project coauthor *The Power of Full Engagement* and *The Way We're Working Isn't Working*

Women in IT in the New Social Era: A Critical Evidence-Based Review of Gender Inequality and the Potential for Change Bernhardt, Sonja, 2014-03-31 Research and statistics support the view that current programs are failing to keep women in the ICT field Currently there exist very few solutions to this growing problem *Women in IT in the New Social Era A Critical Evidence Based Review of Gender Inequality and the Potential for Change* aims to bring this topic to the forefront of discussion about what can be done to correct this lopsided gender distribution This reference work will be an essential guide for government professionals students and researchers in the ICT field looking to develop a solution to equalize the retention rate of women in these related fields *The Social Organization* Jon Ingham, 2017-06-03 Full of practical advice for HR and other business professionals *The Social Organization* is a clear guide to addressing the urgent need for companies to shift their focus from developing individuals to enabling networks and relationships between employees Case studies from leading companies such as Whole Foods P G The Cleveland Clinic Spotify and Cisco illustrate how relationship based strategies can be implemented successfully to increase organizational performance Following a foreword by Dave Ulrich Part One of *The Social Organization* explores the context of social capital and analyses how and why HR and others responsible for talent management need to foster and develop social capabilities Part Two provides practical guidance for developing higher quality connections and social capital by improving the alignment and effectiveness of organizational architectures including through workplace design Part Three outlines how HR and related professionals can identify and implement appropriate changes throughout the whole employee life cycle this includes initial recruitment and job design social learning performance management employee retention talent management organization

development and the role of social media and other technology as well as social analytics The Social Organization is an essential book for all professionals needing to develop the social capital of their organizations for improved performance

The Oxford Handbook of Work and Family Tammy D. Allen, Lillian T. Eby, 2016-05-17 The Oxford Handbook of Work and Family examines contemporary work family issues from a variety of important viewpoints By thoroughly examining where the field has been and where it is heading this important volume offers razor sharp reviews of long standing topics and fresh ideas to move work family research and practice in new and necessary directions In providing comprehensive interdisciplinary cross cultural and cross national perspectives Tammy D Allen and Lillian T Eby have assembled a world class team of scholars and practitioners to offer readers cutting edge information on this rapidly growing area of scientific inquiry The Handbook also includes reviews of historically under studied groups and highlights the important role that technology plays in shaping the work family interface the potential contribution of neuroscience to better understanding work family issues the ways in which work family scholarship and practice can be enhanced through theoretical perspectives and the use of social media to translate important research findings to the public The Oxford Handbook of Work and Family is a roadmap for moving work family scholarship forward while also providing rich descriptive accounts of how major organizations have been able to turn research findings into effective evidence based policies and practices to help adults better manage both work and family responsibilities

Service Thinking Hunter Hastings, Jeff Saperstein, 2014-01-24 This is a must read for anyone trained in traditional process improvement or business architecture In surprisingly clear language this book lays out the essentials of service thinking and how the service paradigm transforms the way in which organizations innovate on behalf of their customers It shifts the focus from product to experience from one sided production to co creation of value from the simply measurable to the emotional I intend to buy a copy for every member of my team Dart Lindsley Cisco Sr Manager of Transformation Planning and Analysis This book will introduce you to Service Science Management and Engineering SSME a term introduced by IBM to describe service science which is the application of science management and engineering disciplines to tasks that one organization beneficially performs for and with another The authors detail the disciplines principles insights and tools of SSME that are now ready to transition to the mainstream business world with transformative effect They coin the new term Service Thinking to communicate this mainstream business transformation It includes expository case histories of the service thinking based transformation of familiar businesses illustrating the seven principles of service thinking with compelling examples and clear direction for application

Research Anthology on Social Media Advertising and Building Consumer Relationships Management Association, Information Resources, 2022-05-13 Social media has become a key tool that businesses must utilize in all areas of their practices to build relationships with their customer base and promote their products This technology is no longer optional as those who do not take advantage of the many benefits it offers continue to struggle with outdated practices In order for businesses to flourish further study on the

advantages social media provides in the areas of marketing and developing consumer relationships is required The Research Anthology on Social Media Advertising and Building Consumer Relationships considers best practices and strategies of utilizing social media successfully throughout various business fields to promote products build relationships and maintain relevancy This book also discusses common pitfalls and challenges companies face as they attempt to create a name for themselves in the online world Covering topics such as marketing human aspects of business and branding this major reference work is crucial for managers business owners entrepreneurs researchers scholars academicians practitioners instructors and students

The Excellence Dividend Tom Peters, 2018-04-03 Brilliantly simple actionable guidelines for success that any business leader can immediately implement Tom Peters new book is a bundle of beautiful dynamite While I ve been a CEO for 30 years I still learned much worth knowing from The Excellence Dividend You will too John C Bogle founder Vanguard For decades Tom Peters has been preaching the gospel of putting people first and in today s rapidly changing business environment this message is more important than ever With his unparalleled expertise and inimitable charisma Peters provides a roadmap for you and your organization to thrive amidst the tech tsunami and he has a lot of fun doing it The Excellence Dividend is an important new book from one of today s greatest business thinkers

Cultivating Flows Jean Russell, 2016-05-02 The Internet has transformed the way we live and work by unleashing the power of shared ideas the power of instant communication the power of cooperation while being separated by time and distance If the old idea of an organisation as a static machine run hierarchically and designed for predictability ever worked it doesn t work now Now that the brakes are off we see torrents flow vast flows of data information and knowledge flows of influence and innovation flows of ideas and people once you notice them it s increasingly clear that e forms and flowse of ideas and information overwhelm the e structures and processese we were once comfortable with The force of shared ideas and information is clear they shape how we organize ourselves The challenge is to guide this force to cultivate valuable flows to nurture shared ideas into thriving organizations to develop concepts and language to methodically approach this challenge Countless business start ups hybrid organizations and even conventional companies are frantically learning how to work with flows there is no guidebook Which is why Jean Russell and Herman Wagter both long active in this field set out to interview business pioneers and founders researchers practitioners investors and others with experience of how flows work and how to shape them In Cultivating Flows not Managing Flows they pull together that experience and their own to explain how flows work and how best to work with them They take us through key stages of development like Reframing Navigating Operationalizing and Iterating They introduce us to key concepts like Emergent Networked Event Driven ENE efforts Social Technology Social Protocols and Social Organisms Process Hierarchies and Coherence They offer us a dozen detailed Use Cases of social flows in action And behind it all they re building a unique resource of interviews articles case studies and experience in a website that supports this book For anyone seeking to start join reimagine reshape update or e rune an

organization or a movement in this exciting new world Cultivating Flow is a kind of gardener's manual an indispensable resource and an inspiration Everything Connects Faisal Hoque, Drake Baer, 2022-06-15 WALL STREET JOURNAL BESTSELLER USA TODAY BESTSELLER Globee Awards 2023 Publication of the Year Best Business Book 2023 Book Excellence Award Finalist in Business An updated edition for an ever shifting landscape of change In Everything Connects Faisal Hoque noted thought leader serial entrepreneur technology innovator advisor to CEOs BODs and the US federal government and author provides a framework that shows readers how to Holistically connect the when and what with who they are Inspire and lead inside and outside of their organization Generate ideas grounded decisions and long term value Part philosophy part business and part history this book is a kaleidoscopic view of the way humans by being able to think out of the box have been able to achieve greatness for themselves their organizations and the world at large You'll learn from the wisdom of Eastern philosophies that are over 2 500 years old and the interconnected insights of Leonardo da Vinci Couple that with Fortune 100 corporate cross pollination for creativity and startup thinking for how to adapt with ease and you have Everything Connects This isn't just a quick fix for your next financial quarter this is how you succeed in the long run This updated version includes new content that is inextricably connected to leveraging and thriving in this environment of change Through the lens of the Fourth Industrial Revolution and the COVID 19 pandemic we can see how it's essential to reframe the ways we approach how we work play and live The new content adds further substance to the seminal focus of the first version of Everything Connects and furthers the core message that everything in fact does have a relationship to everything else resulting in a powerful synergy *How to Communicate Successfully: The Halvorson Collection (2 Books)* Heidi Grant Halvorson, 2015-10-13 Communication in the workplace is more important than ever This Harvard Business Review digital collection presents the work of social psychologist and bestselling author Heidi Grant Halvorson In *No One Understands You and What to Do About It* Halvorson explains why we're often misunderstood and how we can fix that Most of us assume that other people see us as we see ourselves and that they see us as we truly are But neither is true Our everyday interactions are colored by subtle biases that distort how others see us and also shape our perceptions of them You can learn to clarify the message you're sending once you understand the lenses that shape perception trust power and ego and how these lenses affect your interactions In the short powerful *Nine Things Successful People Do Differently* the strategies and goals of the world's most successful people are on display backed by research that shows exactly what has the biggest impact on performance Here's a hint accomplished people reach their goals because of what they do not just who they are

Rethinking Public Strategy Sean Lusk, Nick Birks, 2014-07-23 Strategy is vital to effective and efficient public service delivery as well as successful governance and leadership This new text provides a concise yet systematic overview of the achievements downfalls and complexities of public strategy in today's globalized and often market driven world It describes the place of strategy in civic societies whose citizens are more interconnected and vocal than ever It shows that successful

strategic planning goes well beyond problem solving to developing adaptable plans that can evolve as requirements and circumstances change And it explains why muddling through simply won t work Emphasizing the importance of applying a variety of techniques to the process of strategy creation Rethinking Public Strategy reassesses the key factors that can deliver significant improvements in public services and build public value It looks at why public strategy is distinctive as well as the principles it has in common with the corporate domain This text includes numerous case studies from around the globe from South Africa to Singapore the USA to Germany and from China to the Czech Republic that ground the exposition in real experience Based on state of the art research by two expert practitioners in the field it offers an essential guide to the art of strategy in the contemporary public sector and encourages readers to evaluate critically the various approaches to strategy

The Digital Mystique Sarah Granger,2014-08-26 In The Digital Mystique Sarah Granger a nationally recognized expert on online culture and social technology shows us how digital media is shaping our lives in real time Whether it s how we raise our children communicate in love and partnerships support causes or establish friendships and trust Granger pinpoints the best ways to seize digital opportunities to make our lives richer and fuller While the Internet era is one that is frequently criticized as undermining our health privacy concentration and ability to sustain real world relationships Granger takes a more optimistic and empowering view She shares real life stories and surprising facts about our lives both online and off to shed new and fascinating light on the positive effects of the digital media revolution showing us how we can personally learn grow and thrive by engaging in our digitized world The Digital Mystique includes the following chapters Connecting Is Just the Beginning YOU Friending Is Trending Love in the Time of Messaging The Kids Are Online The Senior Moment The Passion of the Web There s No Business Like E Business Community Is the Key The Difference a Tweet Makes What We Leave Behind A Stitch in Digital Time

Transform: How Leading Companies are Winning with Disruptive Social Technology Christopher Morace,Sara Gavisier Leslie,2013-11-08 Transform or Be Left Behind Create unprecedented business value with social technologies Chief Strategy Officer at Jive Software Christopher Morace was one of the first people to arrive at the intersection of social technology and business strategy He has overseen more than 800 deployments of social technology in major corporations A true pioneer of what is arguably the most important development in business today Morace knows better than anyone how social technology is changing the way businesses operate and how successful companies are leveraging it to their advantage Now in this groundbreaking guide Morace reveals all his secrets He walks you through best practices for developing a winning business strategy that places heavy focus on collaboration open communication and wide networks of connections absolute necessities for success in business today Morace outlines the strategic steps every leader must take in order to compete in today s constantly shifting business landscape Learn about the newest social and related technologies such as mobile the cloud and big data and the capabilities they offer Enact the behavioral changes within your company that will enable these capabilities to be incorporated into day to day operations

Determine your starting point choose a platform launch a social business solution and measure your progress Transform is packed with firsthand accounts of companies that have taken these very steps to drive positive change increase profits and experience measurable growth Morace gives you an inside look at how Chubb Insurance McAfee EMC T Mobile Bupa SolarWinds UBS Alcatel Lucent Genentech and others have applied his methods He also offers valuable commentary from industry professionals such as Marc Andreessen and academics from Stanford s Graduate School of Business and Dartmouth s Tuck School of Business Technology is advancing at an exponential pace and it s changing the way the world does business You can keep doing things the way you ve done them Or you can Transform The right choice is obvious and simpler to implement than you might think PRAISE FOR TRANSFORM The tools and frameworks that Chris Morace describes in Transform are vital for companies looking to win in today s competitive market Aaron Levie Cofounder and CEO Box This is a must read book for any customer seeking to improve how work gets done the customer experience and the innovation cycle R Ray Wang Principal Analyst and CEO Constellation Research Inc My advice is simple read this book if you want to empower your people and improve your organization Andrew McAfee Principal Research Scientist MIT s Center for Digital Business author of Enterprise 2 0 and coauthor of Race Against the Machine There s a revolution happening in corporations around the world To succeed in this revolution knowledge has to be shared You need a social platform one like Morace describes that knows what you want to know presents ideas to you and enables you to connect to the right people Debby Hopkins Chief Innovation Officer Citi Morace captures the process and effort that it takes to provide disruptive technologies flawlessly Stop reading this endorsement and go buy the book already Don t waste time The next disruption may be your own if you don t listen to what Morace is telling you Paul Greenberg author of the bestselling CRM at the Speed of Light Social CRM Strategies Tools and Techniques for Engaging Your Customers and President The 56 Group LLC

Collaborative

Ethnography in Business Environments Maryann McCabe,2016-11-25 In a global and rapidly changing commercial environment businesses increasingly use collaborative ethnographic research to understand what motivates their employees and what their customers value In this volume anthropologists marketing professionals computer scientists and others examine issues challenges and successes of ethnographic cooperation in the corporate world The book argues that constant shifts in the global marketplace require increasing multidisciplinary and multicultural teamwork in consumer research and organizational culture addresses the need of corporate ethnographers to be adept at reading and translating the social constructions of knowledge and power in order to contribute to the team process of engaging research participants clients and stakeholders reveals the essentially dynamic process of collaborative ethnography shows how multifunctional teams design and carry out research communicate findings and implications for organizational objectives and craft strategies to achieve those objectives to increase the vibrancy of economies markets and employment rates worldwide

Strategy and

Communication for Innovation Nicole Pfeffermann,Tim Minshall,Letizia Mortara,2014-01-09 The innovation economy sets

new standards for global business and requires efficient innovation management to plan execute and evaluate innovation activities establish innovation capability and coordinate resources and capacities for innovation on an intra and inter organizational level Communication has become a critical factor underpinning successful innovation As a new communication field innovation communication facilitates the successful launches of new products and services the establishment of stakeholder relationships and the strengthening of corporate reputation in the long run Consequently firms today need to develop a strong portfolio of communication tools as an integral part of their strategic innovation management activities This new edition mainly concentrates on emerging approaches and methods for integrating communication as part of strategic innovation management A key theme is the provision of an integrated perspective to bridge the gap between innovation management and communication management at both strategic and operational levels This book makes an important contribution to this evolving academic domain by providing multiple perspectives on the latest research on innovation communication and strategic open innovation It also provides guidance for managers seeking to understand the diverse ways by which they can leverage communication to support successful innovation Get Big Things Done Erica

Dhawan,Saj-nicole Joni,2015-02-24 An insightful look at the new phenomenon called connectional intelligence and how to make it work for you **Exponential Organizations** Salim Ismail,Michael S. Malone,Yuri van Geest,2014-10-18 Frost Sullivan s 2014 Growth Innovation and Leadership Book of the Year EXPONENTIAL ORGANIZATIONS should be required reading for anyone interested in the ways exponential technologies are reinventing best practices in business Ray Kurzweil Director of Engineering at Google In business performance is key In performance how you organize can be the key to growth In the past five years the business world has seen the birth of a new breed of company the Exponential Organization that has revolutionized how a company can accelerate its growth by using technology An ExO can eliminate the incremental linear way traditional companies get bigger leveraging assets like community big data algorithms and new technology into achieving performance benchmarks ten times better than its peers Three luminaries of the business world Salim Ismail Yuri van Geest and Mike Malone have researched this phenomenon and documented ten characteristics of Exponential Organizations Here in EXPONENTIAL ORGANIZATIONS they walk the reader through how any company from a startup to a multi national can become an ExO streamline its performance and grow to the next level EXPONENTIAL ORGANIZATIONS is the most pivotal book in its class Salim examines the future of organizations and offers readers his insights on the concept of Exponential Organizations because he himself embodies the strategy structure culture processes and systems of this new breed of company John Hagel The Center for the Edge Chosen by Benjamin Netanyahu Prime Minister of Israel to be one of Bloomberg s Best Books of 2015 **Lean Analytics** Alistair Croll,Benjamin Yoskovitz,2024-02-23 Whether you re a startup founder trying to disrupt an industry or an entrepreneur trying to provoke change from within your biggest challenge is creating a product people actually want Lean Analytics steers you in the right direction This book shows you how to validate

your initial idea find the right customers decide what to build how to monetize your business and how to spread the word Packed with more than thirty case studies and insights from over a hundred business experts Lean Analytics provides you with hard won real world information no entrepreneur can afford to go without Understand Lean Startup analytics fundamentals and the data driven mindset Look at six sample business models and how they map to new ventures of all sizes Find the One Metric That Matters to you Learn how to draw a line in the sand so you ll know it s time to move forward Apply Lean Analytics principles to large enterprises and established products

The Snowball Effect Kristin Barton Cuthrell Med MSW LCSW,2014-01-07 Imagine overcoming obstacles moving past the pain and feeling hopeful about your situation and your future That is The Snowball Effect in action Filled with compelling case examples and personal stories educator and psychotherapist Kristin Barton Cuthrell shows us how to Let go of resentment harsh self judgments and explosive reactions Face our fears and live our dreams without becoming overwhelmed Have better relationships with others Take baby steps to move forward though life Live with gratitude and fully appreciate the moment The Snowball Effect offers a unique perspective on what it takes to move forward through life in the most productive and positive way Chrisanna Northrup New York Times bestseller I highly recommend this book the lessons provide specific and precise tools for people wanting to clear out the negative and learn to focus on the positive gifts in life Marney A White PhD MS Associate Professor of Psychiatry Yale University School of Medicine

The Responsible Entrepreneur Carol Sanford,2014-06-23 Individuals acting on deeply held beliefs and passion are boldly imagining and bringing into existence a different world Whether you re a business entrepreneur a social entrepreneur an investment entrepreneur or an academic artistic or civil servant entrepreneur devour this important and wise book From the Foreword by John Fullerton Responsible entrepreneurs are a special breed seeking to transform industries and even society itself They challenge and refine cultural assumptions laws regulations and even the processes of governance This requires them to do and think far beyond what is usually required of business leaders The Responsible Entrepreneur offers a blueprint for this new kind of business leadership describing the means by which any entrepreneur can pursue a higher order of work In it Carol Sanford one of the most trusted names in responsible business development brings her vast expertise in helping executives and corporations to the entrepreneur looking to launch and scale a venture She maps this journey through four archetypes The Realizing Entrepreneur Industry Game Changer The Reconnection Entrepreneur Society Game Changer The Reciprocity Entrepreneur Culture Game Changer The Regenerative Entrepreneur Governance Game Changer By understanding the archetype most aligned with their goals entrepreneurs will learn how to grow their business into a powerful platform that can leverage change and even change the foundations that create our most pressing problems and issues To illustrate these principles in action The Responsible Entrepreneur features case studies based on long term work and in depth interviews with Google Innovation Labs Indigenous Designs the primary supplier for Eileen Fisher FishPeople who supply Costco and Google with gourmet seafood entrees and many more For

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