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## Groundswell Winning In A World

The authors list five basic objectives for any groundswell program: 1. Listening 2. Talking 3. Energizing 4. Supporting 5. Embracing

The authors provide ample evidence and examples of how to employ web 2.0 marketing. And, as a result, I highly

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in a world transformed by social technologies, by Charlene Li and Josh Bernoff, is the definitive guide to how businesses are grappling with the social media revolution. The revolution is still in its early stages, and the old order still clings tenaciously to power — we're living in the throes of transformative change, which can be at

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Groundswell is a book  
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and Josh Bernoff that

focuses on how

companies can take

advantage of emerging

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was published in 2008 by Harvard Business Press. A revised edition was published in 2011.

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Groundswell is a trend  
of a casual movement of

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people using online tools to connect with other people, control their own experiences, and get what they need and want like  
□ information, support, ideas, products, and bargaining powers □ (Li and Bernoff xi-xii) □

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