



## Social Nation: How to Harness the Power of Social Media to Attract Customers, Motivate Employees, and Grow Your Business

Barry Libert

E-Book	978-0-470-89025-7	July 2010	<b>\$16.99</b>
Hardcover	978-0-470-59926-6	September 2010	<b>\$24.95</b>

### DESCRIPTION

It's time to join *Social Nation* and prosper! This book will show you, as an employee, customer or partner, how to use new social technologies, make yourself heard, and produce better products and services. As a leader and manager, you'll find out how to use these tools to harness social interactions to improve your business and to create your own social nation. The book provides a social assessment for leaders, managers and employees to scientifically evaluate your individual social skills and competencies. This book relies on well-known case studies about businesses that illustrate how social principles and strategies can help organizations to:

- Integrate social skills into existing managerial and leadership practices
- Overcome some of the common risks and objections that are often cited as obstacles to becoming a successful social enterprise
- Adopt new forms of social leadership across the entire organization
- Attain social intelligence by listening, understanding, and measuring outcomes of your investment in relationships with customers, employees and partners
- Realize tangible economic benefits and ROI from new product and service offerings *Social Nation* provides readers with an opportunity to join the Social Nation community and share experiences with other leaders and social individuals.

---

## ABOUT THE AUTHOR

**BARRY LIBERT** is the founder and CEO of Mzinga, a company that provides social software that manages two billion conversations a month for 15,000 communities on behalf of 300 well-known companies. He has coauthored four popular business books on information and social networks.

---

To purchase this product, please visit <https://www.wiley.com/en-us/9780470599266>