Everywhere: Comprehensive Digital Business Strategy for the Social Media Era
Larry Weber


DESCRIPTION

Put digital business strategy at the center of your business

Welcome to the social media age. Although its impact was first felt in the marketing department, the social web is spreading across all business functions, impacting the way they communicate, operate, organize, and create value. A comprehensive digital strategy is essential for businesses hoping to build this new form of competitive advantage.

*Everywhere* explains how to put your digital strategy at the center of how your organization communicates, operates, organizes itself, and creates value.

• Develop a comprehensive digital strategy for your organization

• Put your online business strategy at the center of your customer’s experience, and at the heart of everything you do

• Larry Weber’s W2 Group is helping companies like Sony, IBM, Harvard Pilgrim Health Care, and the government of Rwanda, craft new online business strategies

The Web is not just another marketing channel. Put social media, email, Web, and other digital interactions *Everywhere* in your business, and make digital business strategy the heart of your thriving enterprise.
ABOUT THE AUTHOR

LARRY WEBER is the author of *Marketing to the Social Web* (Wiley) and chairman of W2 Group, a digital ecosystem of marketing services companies that includes Digital Influence Group, a full-service digital marketing agency that is social media at its core, and Racepoint Group, a global public relations agency. Weber previously founded Weber Shandwick, the world's largest PR firm. He is the cofounder and Chairman of the Board of Directors of the Massachusetts Innovation & Technology Exchange, the largest interactive advocacy organization in the world.

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