



The Most Powerful Brand On Earth: How to Transform Teams, Empower Employees, Integrate Partners, and Mobilize Customers to Beat the Competition in Digital and Social Media

By Chris Boudreax, Susan F. Emerick

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Brands that thrive and profit from employee and customer empowerment generate significantly greater awareness and revenues, while also decreasing the costs of marketing, selling, and customer service. However, employees must engage in public, real-time conversations. And most people are not professional communicators.

Achieving those outcomes requires new skills, business processes, governance, measurement, and infrastructure. In addition, leaders must learn new ways of managing risk, while helping employees build and manage external relationships in real time. Now, in *The Most Powerful Brand on Earth*, social business pioneers Chris Boudreax and Susan Emerick help you successfully manage all these changes. Drawing on their experience leading social media transformations at IBM and other top companies, they present frameworks and case studies from key innovators that show how to

- Leverage the surprising dynamics of online influence
- Plan, execute, and manage the development of key relationships
- Measure outcomes and performance in effective and useful ways
- Resolve crucial security, privacy, and regulatory issues that arise when others represent you online
- Gain crucial support from leaders, participants, and other stakeholders
- Empower the people and teams you attract, hire, and support
- Navigate cultural and process changes that will make or break your program
- Preview trends that will shape your social empowerment programs in coming years

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Editorial Review

Review

“Social business is a complex undertaking that can overwhelm even the most seasoned executive. By focusing on people and processes, Chris and Susan get to the core of what social business is: people connecting with people in an organized way.”

—Scott Monty, Global Head of Social Media, Ford Motor Company

“We are fortunate to be living through the most important communications revolution in human history. The ramifications of real-time communications—instantly connecting every human on earth with every other human on earth—are even more important than the invention of moveable type and the printing press more than 500 years ago. However, most organizations aren’t set up to communicate in the ways that buyers demand. In their book, Chris and Susan share how you can reach people with the valuable information people want to consume and are eager to share—and how that will brand your organization as one worthy of doing business with.”

—David Meerman Scott, marketing strategist and bestselling author of *The New Rules of Marketing and PR*

“While creating fans and advocates is the goal for many brands, you can’t get there without having engaged employees who understand the value of your fans and how to build relationships with your most passionate customers. *The Most Powerful Brand on Earth* shows you exactly how to do this. Susan and Chris give you the exact blueprint and steps necessary to create a more engaged and socially active employee base. This is critical for cultivating fans and advocates online, and this book shows you exactly how it’s done.”

—Mack Collier, author of *Think Like a Rock Star: How to Create Social Media and Marketing Strategies That Turn Customers Into Fans*

“Business has changed. And change is hard. This book helps you create an authentically social brand in the wake of huge shifts in business.”

—Ann Handley, coauthor of *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business*

“Social business and enterprise social networks now play a key role in changing how we work, where we work, when we work, and even why we work. Chris and Susan’s book shows how these trends change the workforce and chronicles the impact to brands. This step-by-step guide tells you how to take your organization to the next level.”

—R. “Ray” Wang, Principal Analyst and CEO, Constellation Research, Inc.

“Fundamental to moving from ‘doing social’ to ‘being social’ for a brand is recognizing that people are the channel. Susan and Chris clearly put their deep, real-world experience to work and articulate how to empower the people behind the brand—your employees and partners—on social media. This book covers the why, what, and how with clear examples and actionable next steps. Must read!”

—Ragy Thomas, CEO of Sprinklr

“Today’s true leaders are not just the ones who create the best products, but also the ones who breed new

generations of leaders, unleash the power of their employees, and empower organic advocacy. In the social era, advocacy is where the influence is. Pick up this book and learn how to become the most powerful brand on earth.”

—Ekaterina Walter, cofounder and CMO of BRANDERATI, *Wall Street Journal* bestselling author of *Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg*

“Social media are not just a collection of digital marketing tactics. They are the way a growing percentage of clients and prospects find the information they need to solve their business problems. Connecting your best experts to the clients and prospects with whom you want to develop a relationship is not optional. You either do it well or get left behind by competitors who do it better than you. If you really want to learn how to do it well, read this book.”

—James Mathewson, author of *Audience, Relevance, and Search: Targeting Web Audiences with Relevant Content* and the forthcoming *Outside-In Marketing: Using Big Data to Drive Content Marketing*

“*The Most Powerful Brand on Earth* offers communicators, marketers, and executives a thoughtful and complete understanding of the implications for their companies when it comes to activating and enabling a social workforce.”

—Ethan McCarty, Director, Enterprise Social Strategy and Programs, IBM

“I’ve had the pleasure of working with both Susan and Chris for years, and have always considered them two of the real leaders in social media—read this book to find out why. Every company wants to unlock the formula of unleashing their employees and customers in social media on behalf of its brand. Unless you’ve figured it out yourself, you need this book.”

—Mike Moran, author of *Do It Wrong Quickly*

“Brand influence has reached a nexus of Darwinian change, and *The Most Powerful Brand on Earth* is the guide for the evolved to succeed and thrive as a new species in the global business ecosystem, thanks to Ms. Emerick and Mr. Boudreaux.”

—Rawn Shah, author of *Social Networking for Business*; Forbes.com blogger: Connected Business column

About the Author

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Chris Boudreaux helps large brands transform their business operations for ROI through social and digital media. He also led development of social media offerings and served as a solution architect for social media solutions at a global management and technology consultancy. In past years, he led online product and market strategy efforts at multiple global technology brands. Chris began blogging for business in 2005. In 2008, he developed his first Facebook app and created SocialMediaGovernance.com to help organizations get the most from their social media efforts. In 2011, he coauthored *The Social Media Management Handbook* (Wiley & Sons), and his studies of social media have been referenced by corporations, governments, industry analysts, and nonprofit organizations around the world. He also led business development and marketing at two online start-ups, including a digital advertising start-up acquired by Glam Media. Prior to his career in digital and social media, Chris was an officer in the U.S. Navy, where he flew helicopters and led the anti-submarine warfare division aboard USS Yorktown. Chris holds an M.B.A. and an M.S. in computer science from the University of Chicago, a master of aeronautical science from Embry-Riddle Aeronautical University, and a B.S. in management from Tulane University.

Susan F. Emerick leads global enterprise social business programs for IBM, a company with more than 430,000 employees. A passionate marketer, adjunct professor, and speaker, Susan enjoys navigating the

redefinition of marketing “as we know it” driven by emerging technology and big data. She consults with marketers globally about applying social and digital media to foster long-term, high-value relationships with clients, prospects, partners, colleagues, and communities. Beginning in 2008, Susan helped to establish the social insights practice at IBM to continuously apply social listening insights to marketing planning and social engagement strategies. As a result, IBM was awarded the 2010 SAMMY award for Best Socialized Business. In 2011, Susan was named to the elite iMedia Top 25 Internet Marketing Leaders and Innovators, an annual list of cutting-edge creative professionals, strategists, and technology innovators. As an active member of the Word of Mouth Marketing Association Research and Measurement Council, Susan uses her expertise and creative curiosity to influence the standards and principles of word-of-mouth research and measurement.

Users Review

From reader reviews:

Martha McKee:

The book The Most Powerful Brand On Earth: How to Transform Teams, Empower Employees, Integrate Partners, and Mobilize Customers to Beat the Competition in Digital and Social Media can give more knowledge and also the precise product information about everything you want. Exactly why must we leave a very important thing like a book The Most Powerful Brand On Earth: How to Transform Teams, Empower Employees, Integrate Partners, and Mobilize Customers to Beat the Competition in Digital and Social Media? Wide variety you have a different opinion about publication. But one aim this book can give many info for us. It is absolutely right. Right now, try to closer together with your book. Knowledge or info that you take for that, you can give for each other; you can share all of these. Book The Most Powerful Brand On Earth: How to Transform Teams, Empower Employees, Integrate Partners, and Mobilize Customers to Beat the Competition in Digital and Social Media has simple shape however you know: it has great and large function for you. You can look the enormous world by wide open and read a book. So it is very wonderful.

Joshua Atkins:

Now a day people that Living in the era where everything reachable by connect with the internet and the resources in it can be true or not need people to be aware of each info they get. How people have to be smart in receiving any information nowadays? Of course the reply is reading a book. Examining a book can help folks out of this uncertainty Information especially this The Most Powerful Brand On Earth: How to Transform Teams, Empower Employees, Integrate Partners, and Mobilize Customers to Beat the Competition in Digital and Social Media book as this book offers you rich details and knowledge. Of course the data in this book hundred per cent guarantees there is no doubt in it everybody knows.

Bruce Herrera:

The e-book untitled The Most Powerful Brand On Earth: How to Transform Teams, Empower Employees, Integrate Partners, and Mobilize Customers to Beat the Competition in Digital and Social Media is the reserve that recommended to you to read. You can see the quality of the book content that will be shown to anyone. The language that author use to explained their way of doing something is easily to understand. The writer was did a lot of study when write the book, so the information that they share to your account is absolutely accurate. You also could get the e-book of The Most Powerful Brand On Earth: How to

Transform Teams, Empower Employees, Integrate Partners, and Mobilize Customers to Beat the Competition in Digital and Social Media from the publisher to make you much more enjoy free time.

Joseph Levis:

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