

# The Cluetrain Manifesto 10th Anniversary Edition

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Reputation Management John Doorley 2015-02-20 Reputation Management is a how-to guide for students and professionals, as well as CEOs and other business leaders. It rests on the premise that reputation can be measured, monitored, and managed. Organized by corporate communication units including media relations, employee communication, government relations, and investor relations, the book provides a field-tested guide to corporate reputation problems such as leaked memos, unfair treatment by the press, and negative rumors, and focuses on practical solutions. Each chapter is fleshed out with the real-world experience of the authors and contributors, who come from a wide range of professional corporate communication backgrounds. Updates to the third edition include: Global content has been incorporated and expanded throughout the book, rather than being restricted to only one chapter. Opening vignettes, examples, and case studies have been updated in each chapter. Additional case studies and examples with an international focus have been added.

Contemporary Research Methods and Data Analytics in the News Industry Gibbs, William J. 2015-07-01 The advent of digital technologies has changed the news and publishing industries drastically. While shrinking newsrooms may be a concern for many, journalists and publishing professionals are working to reorient their skills and capabilities to employ technology for the purpose of better understanding and engaging with their audiences.

Contemporary Research Methods and Data Analytics in the News Industry highlights the research behind the innovations and emerging practices being implemented within the journalism industry. This crucial, industry-shattering publication focuses on key topics in social media and video streaming as a new form of media communication as well the application of big data and data analytics for collecting information and drawing conclusions about the current and future state of print and digital news. Due to significant insight surrounding the latest applications and technologies affecting the news industry, this publication is a must-have resource for journalists, analysts, news media professionals, social media strategists, researchers, television news producers, and upper-level students in journalism and media studies. This timely industry resource includes key topics on the changing scope of the news and publishing industries including, but not limited to, big data, broadcast journalism, computational journalism, computer-mediated communication, data scraping, digital media, news media, social media, text mining, and user experience.

The Intention Economy Doc Searls 2012 Describes an economy driven by consumer intent, where vendors must respond to the actual intentions of customers instead of vying for the attention of many.

Consent of the Networked Rebecca MacKinnon 2013-04-23 The future of your freedom depends on whether you assert your rights within the digital spaces you inhabit. But, as corporations and countries square off on—and over—the internet, the likely losers are us.

The Cluetrain Manifesto Rick Levine 2000 Imprint. This up-to-the-minute book is a wake-up call to the corporate status quo, and presents a stunning tapestry of anecdotes, object lessons, parodies, ware stories and suggestions, all aimed at illustrating what it will take to survive and prosper in the fast-forward world on the wire.

The Cluetrain Manifesto Rick Levine 2009-06-30 The Cluetrain Manifesto began as a Web site (cluetrain.com) in 1999 when the authors, who have worked variously at IBM, Sun Microsystems, the Linux Journal, and NPR, posted 95 theses about the new reality of the networked marketplace. Ten years after its original publication, their message remains more relevant than ever. For example, thesis no. 2: "Markets consist of human beings, not demographic sectors"; thesis no. 20: "Companies need to realize their markets are often laughing. At them." The book enlarges on these themes through dozens of stories and observations about business in America and how the Internet will continue to change it all. With a new introduction and chapters by the authors, and commentary by Jake McKee, JP Rangaswami, and Dan Gillmor, this book is essential reading for anybody interested in the Internet and e-commerce, and is especially vital for businesses navigating the topography of the wired marketplace.

The Public Relations Strategic Toolkit Alison Theaker 2012-08-21 The Public Relations Strategic Toolkit provides a structured approach to understanding public relations and corporate communications. The focus is on professional skills development as well as approaches that are widely recognised as 'best practice'. Original methods are considered alongside well established procedures to ensure the changing requirements of contemporary practice are reflected. Split into four parts covering the public relations profession, campaign planning, corporate communication and stakeholder engagement, this textbook covers everything involved in the critical practice of public relations in an accessible manner. Features include: definitions of key terms contemporary case studies insight from practitioners handy checklists practical activities and assignments Covering the practicalities of using traditional and social media as well as international considerations, ethics, and PR within contexts from politics to charities, this guide gives you all the critical and practical skills you need to introduce you to a career in public relations.

The Cluetrain Manifesto Rick Levine 2009 Ten years after Cluetrain's original publication, too many companies still ignore the idea that markets are really made up of people. In our rapidly changing world, this book's message is more vital than ever. Companies may be wired for business, but they still struggle with how to talk to their customers like human beings. The 10th Anniversary Edition features extensive new commentaries by industry leaders, but the core message of this modern business classic remains intact.

Sport History in the Digital Era Gary Osmond 2015-03-15 From statistical databases to story archives, from fan sites to the real-time reactions of Twitter-empowered athletes, the digital communication revolution has changed the way fans relate to LeBron's latest triple double or Tom Brady's last second touchdown pass. In this volume, contributors from Australia, Ireland, New Zealand, the United Kingdom, and the United States analyze the parallel transformation in the field of sport history, showing the ways powerful digital tools raise vital philosophical, epistemological, ontological, methodological, and ethical questions for scholars and students alike. Chapters consider how philosophical and theoretical understandings of the meaning of history influence engagement with digital history, and conceptualize the relationship between history making and the digital era. As the writers show, digital media's mostly untapped potential for studying the recent past via media like blogs, chat rooms, and gambling sites forge a symbiosis between sports and the internet while offering historians new vistas to explore and utilize. In this new era, digital history becomes a dynamic site of enquiry and discussion where scholars enter into a give-and-take with individuals and invite their audience to grapple with, rather than passively absorb, evidence. Timely and provocative, Sport History in the Digital Era affirms how the information revolution has transformed sport and sport history--and shows the road ahead. Contributors include Douglas Booth, Mike Cronin, Martin Johnes, Matthew Klugman, Geoffery Z. Kohe, Tara Magdalinski, Fiona McLachlan, Bob Nicholson, Rebecca Olive, Gary Osmond, Murray G. Phillips, Stephen Robertson, Synthia Sydnor, Holly Thorpe, and Wayne Wilson.

Leadership. Approaches - Development - Trends Maria Stippler 2011-08-19 Everyone is talking about leadership but what are the common approaches, camps, and theories? What is current, what are the new classics, and what is obsolete? The crisis and the latest Web 2.0 developments have not rendered the topic any less relevant. Which school of thought is closest to yours? Which approach informs your actions as a manager? The five-part "Leadership" reader, with its overview of approaches, developments and trends, provides references and guidance to help you anchor your own point of view. Our aim is to provide support to you in your daily, practical work with your executive board, colleagues and employees, and to contribute to the discussion of leadership in Germany. Read Part 1: Earliest Theories, Part 2: Systemic Leadership, Part 3: Leadership as a Relational Phenomenon, Transformational

Leadership, Values and Ethics, Part 4: Motivation, Power and Psyche and Part 5: Leadership Today. The publication is available as an ebook.

**Small Pieces Loosely Joined** David Weinberger 2008-11-05 The Web has not been hyped enough. That's the startling thesis of this one-of-a-kind book that's sure to become a classic work of social commentary. Just as Marshall McLuhan forever altered our view of broadcast media, Weinberger shows that the new medium of the Web is not only altering social institutions such as business and government but, more important, is transforming bedrock concepts of our culture such as space, time, the public, and even reality itself. Weinberger introduces us to denizens of this new world, among them Zannah, whose online diary turns self-revelation into play; Tim Bray, whose map of the Web reveals what's at the heart of the new Web space; and Danny Yee and Claudiu Popa, part of the new breed of Web experts we trust despite their lack of qualifications. Through stories of life on the Web, an insightful take on some familiar (and some unfamiliar) Web sites, and a wicked sense of humor, Weinberger puts the Web into the social and intellectual context we need to begin assessing its true impact on our lives. The irony, according to Weinberger, is that this new technology is more in tune with our authentic selves than is the modern world. Funny, provocative, and ultimately hopeful, *Small Pieces Loosely Joined* makes us look at the Web -- and at life -- in a new light. From *Small Pieces Loosely Joined*: The Web has sent a jolt through our culture, zapping our economy, our ideas about the sharing of creative works, and possibly even institutions such as religion and government. Why? How do we explain the lightning charge of the Web? If it has fallen short of our initial hopes and fears about its transformational powers, why did it excite those hopes and fears in the first place? Why did this technology hit our culture like a bolt from Zeus? Suppose -- just suppose -- that the Web is a new world we're just beginning to inhabit . . . If the Web is changing bedrock concepts such as space, matter, time, perfection, public, knowledge, and morality -- each a chapter of this book -- no wonder we're so damn confused. That's as it should be. The Web is enabling us to rediscover what we've always known about being human: we are connected creatures in a connected world about which we care passionately . . . If this is true, then for all of the over-heated, exaggerated, manic-depressive coverage of the Web, we'd have to conclude that the Web in fact has not been hyped enough.

**The Big Nine** Amy Webb 2019-03-05 A call-to-arms about the broken nature of artificial intelligence, and the powerful corporations that are turning the human-machine relationship on its head. We like to think that we are in control of the future of "artificial" intelligence. The reality, though, is that we--the everyday people whose data powers AI--aren't actually in control of anything. When, for example, we speak with Alexa, we contribute that data to a system we can't see and have no input into--one largely free from regulation or oversight. The big nine corporations--Amazon, Google, Facebook, Tencent, Baidu, Alibaba, Microsoft, IBM and Apple--are the new gods of AI and are short-changing our futures to reap immediate financial gain. In this book, Amy Webb reveals the pervasive, invisible ways in which the foundations of AI--the people working on the system, their motivations, the technology itself--is broken. Within our lifetimes, AI will, by design, begin to behave unpredictably, thinking and acting in ways which defy human logic. The big nine corporations may be inadvertently building and enabling vast arrays of intelligent systems that don't share our motivations, desires, or hopes for the future of humanity. Much more than a passionate, human-centered call-to-arms, this book delivers a strategy for changing course, and provides a path for liberating us from algorithmic decision-makers and powerful corporations.

**You Are Here** Whitney Phillips 2021-03-02 How to understand a media environment in crisis, and how to make things better by approaching information ecologically. Our media environment is in crisis. Polarization is rampant. Polluted information floods social media. Even our best efforts to help clean up can backfire, sending toxins roaring across the landscape. In *You Are Here*, Whitney Phillips and Ryan Milner offer strategies for navigating increasingly treacherous information flows. Using ecological metaphors, they emphasize how our individual me is entwined within a much larger we, and how everyone fits within an ever-shifting network map.

**The Public Relations Handbook** Alison Theaker 2016-05-20 The *Public Relations Handbook*, Fifth Edition provides an engaging overview and in-depth exploration of a dynamic and ever evolving industry. The diverse chapters are united by a set of student friendly features throughout, including clear chapter aims, analytical discussion questions, and key further reading. Featuring wide ranging contributions from key figures in the PR profession, the new edition presents a new chapter on public relations and activism, alongside discussion of key critical themes in public relations research and exploratory case studies on public relations practices in relation to a variety of different institutions, including The Bank of Scotland, Queen Margaret University, Diabetes UK, Continental Tyres, and Action for Children. Split into four parts exploring key conceptual themes of the context of public relations, strategic public relations, stakeholder public relations, and shaping the future, the book offers coverage of essential areas including: public relations, politics and the media media relations in the social media age using new technology effectively in public relations public relations and engagement in the not-for-profit sector business-to-business public relations the public relations of globalisation.

**Future-Proof Web Design** Alexander Dawson 2011-11-07 Best practices for flexible design that meet common challenges The web is constantly changing and evolving with an increased range of devices, browsers, and standards that need to be considered in design. Web designers know they must stay sharp in order to keep up with the rapid pace of technology change. This much-needed book teaches the art of flexible and adaptable design that can work easily with new devices, technologies, and standards. You'll quickly discover how this resource stands out from the crowd as it provides you with a roadmap for ensuring that your designs are stable and flexible enough to handle whatever technology changes are coming in the future. Takes you on a journey of discovery as you learn how to prepare yourself for undefined changes in the dynamic environment of web design Shares straightforward tips for adopting a forward-thinking approach to the subject of web evolution Uncovers the essential skills you need in order to survive the future of the web Using the fundamental skills and processes laid out in this roadmap, you'll be able to boost your stability and flexibility while coding with confidence.

**Organizational Learning and Knowledge: Concepts, Methodologies, Tools and Applications** Management Association, Information Resources 2011-07-31 *Organizational Learning and Knowledge: Concepts, Methodologies, Tools and Applications* demonstrates exhaustively the many applications, issues, and techniques applied to the science of recording, categorizing, using and learning from the experiences and expertise acquired by the modern organization. A much needed collection, this multi-volume reference presents the theoretical foundations, research results, practical case studies, and future trends to both inform the decisions facing today's organizations and the establish fruitful organizational practices for the future. Practitioners, researchers, and academics involved in leading organizations of all types will find useful, grounded resources for navigating the ever-changing organizational landscape.

**The New Social Learning, 2nd Edition** Tony Bingham 2015-06-15 "Social learning is a fundamental shift in how people work leveraging how we have always worked, now with new, more humanizing tools, accelerating individual and collective reach, giving us the resources to create the organization, and the world, we want to live in." In this newly revised and updated edition of *The New Social Learning*, Tony Bingham and Marcia Conner dispel organizational myths and fears about social media. By sharing the success stories of socially engaged companies and people, the much-anticipated second edition persuasively makes the case for using social media to encourage knowledge transfer and real-time learning in a connected and engaging way. As Steve LeBlanc noted, "Social learning thrives in a culture of service and wonder. It is inspired by leaders, enabled by technology, and ignited by opportunities that have only recently unfolded." Brand-new case studies about innovative organizations such as Boston Children's Hospital, National Australian Bank, LAZ Parking, Sanofi Pasteur, Cigna, CENTURY 21, and Roche Pharmaceuticals illustrate cutting-edge social learning approaches that cultivate environments where great people can do their best work. *The New Social Learning* lays the foundation for improving the way you engage with colleagues, collaborate with teams anywhere in the world, and build workforce capability. Take the next step to connect skills and knowledge and move your own organization forward as you reclaim and revolutionize workplace learning.

**Developing and Utilizing E-Learning Applications** Lazarinis, Fotis 2010-08-31 *Developing and Utilizing E-Learning Applications* provides a complete investigation of new methods, technologies, and practices critical to modern educational environments. Exploring topics such as virtual worlds, learning methods, and ICTs as well as interoperability in e-learning environments, this reference provides essential knowledge for educators, practitioners, and students alike.

**The Power in a Link** Dave Gowel 2011-12-27 Make your LinkedIn account work for you and your business LinkedIn is not just another social media tool. It's the world's largest professional online network, with over 120 million users in over two hundred countries. *The Power in a Link* shows you how to employ this remarkable yet misunderstood resource to execute networking strategies and processes for your business, secure deals, and use (not abuse) your existing relationships. Author David Gowel, the man the Boston Globe has called the "LinkedIn Jedi," delivers the understanding necessary to map networks, stimulate word of mouth, and leverage unparalleled business intelligence to close deals. Arguing that LinkedIn is not social media at all, but instead belongs in a category all of its own, the book cuts through the noise in the crowded social media world with practical applications and explains why all professionals should embrace it in order to achieve success faster through relationships. This book: Advises readers how to spur effective network growth by projecting the right message online Demonstrates how to build and enhance readers' online presence Shows readers how to seek targeted introductions to the connections that matter most Explains why LinkedIn has been misunderstood and therefore misused by many users as well as how to

correct past LinkedIn mistakes Partly conceptual, partly autobiographical, and partly technical, *The Power in a Link* includes success stories from Gowel and other professionals that demonstrate the effectiveness of his techniques.

Handbook of Social Media Management Mike Friedrichsen 2013-05-28 Digitization and Web 2.0 have brought about continuous change from traditional media management to new strategic, operative and normative management options. Social media management is on the agenda of every media company, and requires a new set of specialized expertise on digital products and communication. At the same time, social media has become a vibrant field of research for media economists and media management researchers. In this handbook, international experts present a comprehensive account of the latest developments in social media research and management, consistently linking classical media management with social media. The articles discuss new theoretical approaches as well as empirical findings and applications, yielding an interesting overview of interdisciplinary and international approaches. The book's main sections address forms and content of social media; impact and users; management with social media; and a new value chain with social media. The book will serve as a valuable reference work for researchers, students and professionals working in media and public relations.

Share This CIPR (Chartered Institute of Public Relations) 2012-07-10 Share This is a practical handbook to the biggest changes taking place in the media and its professions by the Chartered Institute of Public Relations (CIPR) Social Media Panel. The book was conceived and written by more than 20 public relations practitioners representing a cross-section of public, private and voluntary sector expertise using many of the social tools and techniques that it addresses. The book is split into 26 chapters over eight topic areas covering the media and public relations industry, planning, social networks, online media relations, monitoring and measurement, skills, industry change and the future of the industry. It's a pragmatic guide for anyone that works in public relations and wants to continue working in the industry. Share This was edited by Stephen Waddington with contributions from: Katy Howell, Simon Sanders, Andrew Smith, Helen Nowicka, Gemma Griffiths, Becky McMichael, Robin Wilson, Alex Lacey, Matt Appleby, Dan Tyte, Stephen Waddington, Stuart Bruce, Rob Brown, Russell Goldsmith, Adam Parker, Julio Romo, Philip Sheldrake, Richard Bagnall, Daljit Bhurji, Richard Bailey, Rachel Miller, Mark Pack, and Simon Collister.

The Cluetrain Manifesto, Tenth Anniversary Edition Rick Levine 2009

Slack Tom DeMarco 2002 Argues that the "lean and mean" corporate model of workaholic and downsizing is proving counterproductive, explaining how companies can implement downtime, promote flexibility, and foster creativity as part of realizing increased revenues. Reprint.

The Conversivity Model (E-boek) Clo Willaerts 2011-03-11 Clo Willaerts explains how online conversations can be observed, influenced and transformed into conversions, resulting in the kind of return on investment everybody likes: lower costs and higher revenue. Take a look inside the book: Social media has disrupted traditional marketing, advertising and even business models. In fact, traditional marketing is dead! Ordinary people, millions of them, are using social media every day to solve their problems: coping with information overload, finding a new job or even a new boyfriend. Just as importantly, they collect information and opinions before deciding what to spend their money on. The people you used to know as your targeted audience, your consumers or even your prospects are now using Facebook, Twitter, blogs and YouTube to start and join millions of conversations, which can be both valuable and trivial. But how can businesses learn to listen into and monitor these conversations without getting a headache? How can they successfully build and maintain a presence which allows them to 'fish where the fish are'? How can they align their business objectives with their social media efforts? And what should they actually do now that social media has irreversibly changed the way that companies do business and hire people? Internet expert Clo Willaerts offers us convincing practical answers to all these questions. Using her Conversivity model and a number of inspiring case studies, she explains how conversations can be observed, influenced and transformed into conversions, resulting in the kind of return on investment everybody likes: lower costs and higher revenue.

Encyclopedia of E-Commerce Development, Implementation, and Management Lee, In 2016-03-31 The convenience of online shopping has driven consumers to turn to the internet to purchase everything from clothing to housewares and even groceries. The ubiquity of online retail stores and availability of hard-to-find products in the digital marketplace has been a catalyst for a heightened interest in research on the best methods, techniques, and strategies for remaining competitive in the era of e-commerce. The Encyclopedia of E-Commerce Development, Implementation, and Management is an authoritative reference source highlighting crucial topics relating to effective business models, managerial strategies, promotional initiatives, development methodologies, and end-user considerations in the online commerce sphere. Emphasizing emerging research on up-and-coming topics such as social commerce, the Internet of Things, online gaming, digital products, and mobile services, this multi-volume encyclopedia is an essential addition to the reference collection of both academic and corporate libraries and caters to the research needs of graduate-level students, researchers, IT developers, and business professionals.

The Bombast Transcripts Chris Locke 2002 Presents a collection of the author's essays and observations, posted under the name RageBoy in his webzine, "Entropy Gradient Reversals."

Strategic Copywriting Edd Applegate 2015-11-05 When it comes to attracting consumers through advertising, which words, phrases, and techniques are most effective? Strategic Copywriting, a detailed how-to guide, introduces students to time-tested strategies for writing and designing successful ads. In this second edition, Edd Applegate explains the core principles that have guided advertising for decades, from knowing the audience to crafting a compelling message. Next, proven techniques for producing specific kinds of advertising—whether for newspapers, magazines, or other print media, for broadcast radio or television, or for social media and online/mobile platforms—are addressed in step-by-step detail. Throughout, Applegate walks readers through real advertisements from advertising agencies of all sizes across the United States to illustrate what works—or not—and why.

Infomocracy Malka Older 2016-06-07 Read Infomocracy, the first book in Campbell Award finalist Malka Older's groundbreaking cyberpunk political thriller series *The Centenal Cycle*, a finalist for the Hugo Award for Best Series, and the novel NPR called "Kinetic and gripping." • A Locus Award Finalist for Best First Novel • The book *The Huffington Post* called "one of the greatest literary debuts in recent history" • One of Kirkus' "Best Fiction of 2016" • One of *The Washington Post's* "Best Science Fiction and Fantasy of 2016" • One of *Book Riot's* "Best Books of 2016 So Far" It's been twenty years and two election cycles since Information, a powerful search engine monopoly, pioneered the switch from warring nation-states to global micro-democracy. The corporate coalition party Heritage has won the last two elections. With another election on the horizon, the Supermajority is in tight contention, and everything's on the line. With power comes corruption. For Ken, this is his chance to do right by the idealistic Policy1st party and get a steady job in the big leagues. For Domaine, the election represents another staging ground in his ongoing struggle against the pax democratica. For Mishima, a dangerous Information operative, the whole situation is a puzzle: how do you keep the wheels running on the biggest political experiment of all time, when so many have so much to gain? Infomocracy is Malka Older's debut novel. **THE CENTENAL CYCLE** Book 1: Infomocracy Book 2: Null States Book 3: State Tectonics **PRAISE FOR INFOMOCRACY** "A fast-paced, post-cyberpunk political thriller... If you always wanted to put *The West Wing* in a particle accelerator with *Snow Crash* to see what would happen, read this book." —Max Gladstone, author of *Last First Snow* "Smart, ambitious, bursting with provocative extrapolations, Infomocracy is the big-data-big-ideas-techno-analytical-microdemoglobal-post-everything political thriller we've been waiting for." —Ken Liu, author of *The Grace of Kings* "In the mid-21st century, your biggest threat isn't Artificial Intelligence—it's other people. Yet the passionate, partisan, political and ultimately fallible men and women fighting for their beliefs are also Infomocracy's greatest hope. An inspiring book about what we frail humans could still achieve, if we learn to work together." —Karl Schroeder, author of *Lockstep* and the *Virga* saga At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

Deconstructing Digital Natives Michael Thomas 2011-04-19 There have been many attempts to define the generation of students who emerged with the Web and new digital technologies in the early 1990s. The term "digital native" refers to the generation born after 1980, which has grown up in a world where digital technologies and the internet are a normal part of everyday life. Young people belonging to this generation are therefore supposed to be "native" to the digital lifestyle, always connected to the internet and comfortable with a range of cutting-edge technologies. *Deconstructing Digital Natives* offers the most balanced, research-based view of this group to date. Existing studies of digital natives lack application to specific disciplines or conditions, ignoring the differences of educational fields and gender. How, and how much, are learners changing in the digital age? How can a more pluralistic understanding of these learners be developed? Contributors to this volume produce an international overview of developments in digital literacy among today's young learners, offering innovative ways to steer a productive path between traditional narratives that offer only complete acceptance or total dismissal of digital natives.

Price Management Hermann Simon 2018-12-11 In this book, the world's foremost experts on pricing integrate theoretical rigor and practical application to present a comprehensive resource that covers all areas of the field. This volume brings together quantitative and qualitative approaches and highlights the

most current innovations in theory and practice. Going beyond the traditional constraints of “price theory” and “price policy,” the authors coined the term “price management” to represent a holistic approach to pricing strategy and tactical implementation. They remind us that the Ancient Romans used one word, pretium, to mean both price and value. This is the fundamental philosophy that drives successful price management where producer and customer meet. Featuring dozens of examples and case studies drawn from their extensive research, consulting, and teaching around the world, Simon and Fassnacht cover all aspects of pricing following the price management process with its four phases: strategy, analysis, decision, and implementation. Thereby, the authors take into account the nuances across industry sectors, including consumer goods, industrial products, services, and trade/distribution. In particular, they address the implications of technological advancements, such as the Internet and new measurement and sensor technologies that have led to a wealth of price management innovations, such as flat rates, freemium, pay-per-use, or pay-what-you-want. They also address the emergence of new price metrics, Big Data applications, two-sided price systems, negative prices, and the sharing economy, as well as emerging payment systems such as bitcoin. The result is a “bible” for leaders who recognize that price is not only a means to drive profit in the short term, but a tool to generate sustained growth in shareholder value over the longer term, and a primer for researchers, instructors, and students alike. Praise for Price Management “This book is truly state of the art and the most comprehensive work in price management.” - Prof. Philip Kotler, Kellogg School of Management, Northwestern University “This very important book builds an outstanding bridge between science and practice.” - Kasper Rorsted, CEO, Adidas “This book provides practical guidelines on value creation, communication and management, which is an imperative for businesses to survive in the coming era of uncertainty.” - Dr. Chang-Gyu Hwang, Chairman and CEO, KT Corporation (Korea Telecom)

Spreadable Media Henry Jenkins 2018-04-03 "Spreadable Media" maps fundamental changes taking place in the contemporary media environment, a space where corporations no longer tightly control media distribution. This book challenges some of the prevailing frameworks used to describe contemporary media.

Change Your Space, Change Your Culture Rex Miller 2014-09-29 The fastest, easiest way to shift culture toward engagement and productivity Change Your Space, Change Your Culture is a guide to transforming business by rethinking the workplace. Written by a team of trail-blazing leaders, this book reveals the secrets of companies that discovered the power of culture and space. This insightful guide reveals what companies lose by viewing office space as something to manage or minimize. With practical tips and implementation details, the book helps the reader see that the workspace is, in fact, a crucial driver of productivity and morale. Change Your Space, Change Your Culture was born out of recent studies that expose truly outrageous "Oh, my God" realities: More than 70 percent of the workforce either hates their job or they are just going through the motions. Half of all office space is wasted. Those shattering facts exist because office space is generally regarded as "overhead" or "sunk cost." Most buildings today clearly communicate the low priority placed on people-friendly design. Poor workforce engagement is baked into the culture. This book provides guidance on turning this around, by rethinking and reshaping space to align with the way people work. Specifically, this book moves from the high-altitude view down to the details on how to: Discover the fastest, easiest and most cost-effective way to shift culture Add square footage by using space more effectively Boost employee engagement and vitality by the creative use of space Learn how space can become a powerful productivity tool We all know that design, space, and flow have a powerful effect on the human psyche. Our homes, museums, sports arenas, places of worship, and even airport terminals reveal that. Environment can inspire dread or enthusiasm, distraction or focus, collaboration or isolation. That's why the office must be designed to inspire the desired culture and workflow – if it's not properly designed, no program, training or rules will be effective over time. Change Your Space, Change Your Culture is the practical guide to office space, the foundation of an engaging culture.

Transforming American Governance: Rebooting the Public Square Alan P. Balutis 2015-04-29 Government and governance will be very different in the future than anticipated by the literature in the field.

Leadership and Web 2.0 Grady McGonagill 2011-09-30 Some compare the evolving Web to the revolution of the Gutenberg press. How does the Web shape the role and understanding of leadership? What are key challenges and opportunities? What mindsets, skills and knowledge are necessary? "The Leadership Implications of the Evolving Web," provides and analyzes over 300 pioneer examples from the private, public and non-profit sector in Germany, Europe and the US. A new leadership paradigm seems to be emerging with an inexorable shift away from one-way, hierarchical, organization-centric communication toward two-way, network-centric, participatory, and collaborative leadership styles. Which requirements and trends, which opportunities and key challenges are emerging for leadership? Aim of the study is to enable managers from all sectors to anticipate changes and proactively take advantage of opportunities that are emerging. (Target group for this publication are people in leadership positions in organizations across all sectors - from managers in executive and supervisory boards, operations, human resources to academics and practitioners, advisers and policymakers. The Study "Leadership & Web 2.0 has been presented by authors Grady McGonagill, ED and Tina Doerffer, MPA amongst others at the International Leadership Academy in Boston (2010).

Conversation and Community Anne Gentle 2012-07-15 Anne Gentle's Conversation and Community has become the go-to reference for social media and technical communication. Her clear-eyed survey of the social media landscape has been adopted by many universities and is widely used by technical communicators. Now, in this second edition, she has updated and expanded her book, adding chapters on building a content strategy, analyzing web techniques, and developing an open source strategy. With more interviews and case studies, this is your guide to the new world of technical communication and social media. Inside the Book Towards the Future of Documentation Defining a Writer's Role with the Social Web Community and Documentation Commenting and Connecting with Users Wikis as Documentation Systems Finding Your Voice Content Strategy for Community Documentation NEW Chapter Analyzing and Measuring Web Techniques NEW Chapter Open Source Documentation NEW Chapter Concepts and Tools of the Social Web Glossary, Expanded Bibliography, and Index

Applying the Actor-Network Theory in Media Studies Spöhrer, Markus 2016-08-24 Actor-Network Theory (ANT), originally a social theory, seeks to organize objects and non-human entities into social networks. Its most innovative claim approaches these networks outside the anthropocentric view, including both humans and non-human objects as active participants in a social context; because of this, the theory has applications in a myriad of domains, not merely in the social sciences. Applying the Actor-Network Theory in Media Studies applies this novel approach to media studies. This publication responds to the current trends in international media studies by presenting ANT as the new theoretical paradigm through which meaningful discussion and analysis of the media, its production, and its social and cultural effects. Featuring both case studies and theoretical and methodical meditations, this timely publication thoroughly considers the possibilities of these disparate, yet divergent fields. This book is intended for use by researchers, students, sociologists, and media analysts concerned with contemporary media studies.

The Cluetrain Manifesto Rick Levine 2009-06-30 The Cluetrain Manifesto began as a Web site (cluetrain.com) in 1999 when the authors, who have worked variously at IBM, Sun Microsystems, the Linux Journal, and NPR, posted 95 theses about the new reality of the networked marketplace. Ten years after its original publication, their message remains more relevant than ever. For example, thesis no. 2: “Markets consist of human beings, not demographic sectors”; thesis no. 20: “Companies need to realize their markets are often laughing. At them.” The book enlarges on these themes through dozens of stories and observations about business in America and how the Internet will continue to change it all. With a new introduction and chapters by the authors, and commentary by Jake McKee, JP Rangaswami, and Dan Gillmor, this book is essential reading for anybody interested in the Internet and e-commerce, and is especially vital for businesses navigating the topography of the wired marketplace.

Too Big to Know David Weinberger 2014-01-07 We used to know how to know. We got our answers from books or experts. We'd nail down the facts and move on. But in the Internet age, knowledge has moved onto networks. There's more knowledge than ever, of course, but it's different. Topics have no boundaries, and nobody agrees on anything. Yet this is the greatest time in history to be a knowledge seeker . . . if you know how. In Too Big to Know, Internet philosopher David Weinberger shows how business, science, education, and the government are learning to use networked knowledge to understand more than ever and to make smarter decisions than they could when they had to rely on mere books and experts. This groundbreaking book shakes the foundations of our concept of knowledge—from the role of facts to the value of books and the authority of experts—providing a compelling vision of the future of knowledge in a connected world.

Meaningful Inefficiencies Eric Gordon 2020-01-21 Public trust in the institutions that mediate civic life—from governing bodies to newsrooms—is low. In facing this challenge, many organizations assume that ensuring greater efficiency will build trust. As a result, these organizations are quick to adopt new technologies to enhance what they do, whether it's a new app or dashboard. However, efficiency, or charting a path to a goal with the least amount of friction, is not itself always built on a foundation of trust. Meaningful Inefficiencies is about the practices undertaken by civic designers that challenge the normative applications of "smart technologies" in order to build or repair trust with publics. Based on over sixty interviews with change makers in public

...serving organizations throughout the United States, as well as detailed case studies, this book provides a practical and deeply philosophical picture of civic life in transition. The designers in this book are not professional designers, but practitioners embedded within organizations who have adopted an approach to public engagement Eric Gordon and Gabriel Mugar call "meaningful inefficiencies," or the deliberate design of less efficient over more efficient means of achieving some ends. This book illustrates how civic designers are creating meaningful inefficiencies within public serving organizations. It also encourages a rethinking of how innovation within these organizations is understood, applied, and sought after. Different than market innovation, civic innovation is not just about invention and novelty; it is concerned with building communities around novelty, and cultivating deep and persistent trust. At its core, Meaningful Inefficiencies underlines that good civic innovation will never just involve one single public good, but must instead negotiate a plurality of publics. In doing so, it creates the conditions for those publics to play, resulting in people truly caring for the world. Meaningful Inefficiencies thus presents an emergent and vitally needed approach to creating civic life at a moment when smart and efficient are the dominant forces in social and organizational change.

The Intention Economy Doc Searls 2012-04-10 Caveat venditor—let the seller beware While marketers look for more ways to get personal with customers, including new tricks with "big data," customers are about to get personal in their own ways, with their own tools. Soon consumers will be able to: • Control the flow and use of personal data • Build their own loyalty programs • Dictate their own terms of service • Tell whole markets what they want, how they want it, where and when they should be able to get it, and how much it should cost And they will do all of this outside of any one vendor's silo. This new landscape we're entering is what Doc Searls calls The Intention Economy—one in which demand will drive supply far more directly, efficiently, and compellingly than ever before. In this book he describes an economy driven by consumer intent, where vendors must respond to the actual intentions of customers instead of vying for the attention of many. New customer tools will provide the engine, with VRM (Vendor Relationship Management) providing the consumer counterpart to vendors' CRM (Customer Relationship Management) systems. For example, imagine being able to change your address once for every company you deal with, or combining services from multiple companies in real time, in your own ways—all while keeping an auditable accounting of every one of your interactions in the marketplace. These tantalizing possibilities and many others are introduced in this book. As customers become more independent and powerful, and the Intention Economy emerges, only vendors and organizations that are ready for the change will survive, and thrive. Where do you stand?