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We First: How Brands and Consumers Use Social Media to Build a Better World

By Simon Mainwaring

Palgrave Macmillan. Paperback. Book Condition: new. BRAND NEW, We First: How Brands and Consumers Use Social Media to Build a Better World, Simon Mainwaring, Combining social media tools with socially conscious brands, the two major trendsshaping tomorrow's consumer climate, Simon Mainwaring presents a visionary new model for companies and organizations to maximize both their own visibility and their contribution to the greater good. He shows how brands can leverage social media to build consumer goodwill, loyalty and profit, as well as how consumers can use their new social networking power to drive sustainable change in the business world. Using case studies from Procter & Gamble, Pepsi, Wal-Mart, Starbucks, Toyota, Nike, Patagonia, and more, as well as the latest in social business technology, Mainwaring offers an actionable blueprint for prosperity and renewal that speaks to marketers and consumers alike.



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