

## A World Gone Social

**Ted Coiné**

**Mark Babbitt**

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It is extremely fitting that social media mavens Ted Coiné and Mark Babbitt first met through Twitter. Their collaborative effort, *A World Gone Social*, takes a far more expansive view of social media than many books, primarily because it focuses not just on social media as a form of marketing, but on social media as an agent of corporate change.

Targeting business executives, the authors provide a solid overview of the growth of social media, citing relevant statistics and examples along the way. Then they demonstrate the impact of social media on all aspects of corporate business, including customers, employees, employee recruitment, business organization, and leadership.

With unerring practicality, Coiné and Babbitt show why social media is neither fad nor trend but part of a transformational era driven by “engagement.”

In *A World Gone Social*, readers will learn, among other things, how the social-media era has influenced the flattening out of organizations, what it takes to become a social leader, how to evaluate an organization’s presence on social media, and the real meaning of social-media ROI. The authors also share an intriguing philosophy they call “OPEN” (Ordinary People/Extraordinary Network), which leaders can use to catapult their businesses to success in “a world gone social.”

BARRY SILVERSTEIN (Winter 2015)

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