

1. Record Nr.	UNINA9910151652803321
Autore	Jones David
Titolo	Who cares wins : why good business is better business // David Jones
Pubbl/distr/stampa	Harlow, England : , : Pearson, , 2012
ISBN	0-273-76298-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (xv, 180 pages) : illustrations
Collana	Financial Times
Disciplina	658.4/08
Soggetti	Social responsibility of business Social media - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Who Cares Wins -- Contents -- Preface -- Publisher's acknowledgements -- Out-behaving the competition: why business now needs to do good to do well -- A change of direction -- The three ages of socially responsible business -- Poster child for an era -- Influence epidemic -- Putting social responsibility at the core of business strategy -- Big is good -- Radical transparency -- Act before somebody acts on your behalf -- Caveat: the customer isn't always right -- Out-behaving the competition -- Summary: being the company you want to keep -- The new world of marketing: creating a successful brand in a dramatically changing world -- Someone changed the questions -- Brilliant ideas -- Summary: the new rules for the Social Brand -- Leadership in a world of radical transparency -- You can't opt out -- Social media will make business better -- Doing good and doing well -- How not to do it #fail -- Be fast, be authentic, be transparent -- Be prepared - social media is always on the record -- Social media exposes true corporate culture -- The antisocial boss -- Be worried -- Engaging your employees -- To friend or not to friend, that is the question -- Social media gets legal -- Having a policy is a good policy -- Don't seek to control, seek to create value -- Being a good leader -- Summary: how to get social -- Creating good: the rise of the social entrepreneur -- Social media entrepreneurs -- Social entrepreneurs from big business -- Social responsibility at the core from the start -- The intersection of social responsibility and social media - the movement generation -- Some challenges for socially

responsible startups -- Have idea, need money -- The road ahead -- We-volution: how collaboration is changing business -- Who shares wins -- Collaborative production: from new product development to social product development -- From B2C to C2B. A dis-industrial revolution? -- Collaboration to enhance a product experience -- We-commerce -- To infinity and beyond -- Cutting out the corporation -- There's no 'I' in 'we' -- Collective good -- Open source drives collaboration -- The smartest brains are often outside of your organisation -- A problem shared is a problem solved -- The new collaborative world -- Summary: the power of many -- A new idea for a new era: the Social Business Idea -- MAC: Viva Glam, featuring Lady Gaga -- Levi's: Water<Less -- Marks & Spencer: Plan A -- Nike: Better World -- American Express: Members Project -- Unilever: Dove Campaign for Real Beauty -- Pepsi: Refresh -- The Body Shop -- Groupe Danone: Grameen Danone -- General Electric: Ecomagination -- WWF: Earth Hour -- RED -- Starbucks: Shared planet -- Whole Foods Market: Whole Foods - Whole people - Whole planet -- Sydney Water: Tap -- Summary: Social Business Ideas -- The future: making a decent profit -- The people are revolting -- Past performance is no guarantee of future success -- The biggest barrier.

---

### Sommario/riassunto

Written by the CEO of Havas Worldwide, this book shows you how to use social media to engage with customers and grow your business. This isn't a book about social media and the inexorable rise of Facebook and Twitter. Nor is it a book about CSR or business doing good. Instead it's actually the first book that recognises that far from being two separate subjects, they are intrinsically interlinked. And that the most successful leaders and businesses in the future will be those who are the most socially responsible.

---