



# Social Business By Design: Transformative Social Media Strategies for the Connected Company

*Dion Hinchcliffe, Peter Kim*

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**From the Dachis Group—the global leader in social business—comes the groundbreaking book on transformative social business strategies.**

*Social Business By Design* is the definitive management book on how to rethink the modern organization in the social media era. Based on their research and work through the Dachis Group, thought leaders Dion Hinchcliffe and Peter Kim deftly explore how the social, cultural, and technological trends provoked by the social media explosion are transforming the business environment. Designed as both a strategic overview and a hands-on resource, *Social Business By Design* clearly shows how to choose and implement a social business strategy and maximize its impact.

- Explains the mechanisms, applications, and advantages of a strategic array of social media topics, including social media marketing, social product development, crowdsourcing, social supply chains, social customer relationship management, and more
- Features examples from high-profile companies such as SAP, Procter & Gamble, MillerCoors, Bloomberg, HBO, Ford, and IBM who have implemented social business strategies
- Draws on the extensive research and expertise of the Dachis Group, which has helped numerous Fortune 500 clients plan, build, and activate effective social business solutions

Containing actionable, high-impact techniques that save time and the bottom line, *Social Business By Design* will transform any organization's strategy to ensure success and avoid disruption in a fast-moving world.

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