Opting In: Lessons in Social Business from a Fortune 500 Product Manager

By Ed Brill

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Opting In: Lessons in Social Business from a Fortune 500 Product Manager, Ed Brill, Winning social business techniques for product managers, marketers, and business leaders! * How product managers at IBM are using social business to transform markets and build vibrant global communities * New best practices for promoting engagement, transparency, and agility * A deeply personal case study: handbook, roadmap, autobiography, and inspiration Does "social business" work? IBM has proven unequivocally: it does. In Opting In, IBM executive Ed Brill candidly shares best practices, challenges, and results from his social business journey, and shows how his team used it to transform existing products into thriving business lines. This deeply personal extended case study offers you a detailed roadmap for achieving and profiting from deep customer engagement. Brill shares his 15+ years of product management experience at IBM and describes how these techniques and experiences have developed a vibrant marketplace of social business customers worldwide. You'll learn how to use social business tools to strengthen customer intimacy, extend global reach, accelerate product lifecycles, and improve organizational effectiveness. You'll also discover how social business can help you enhance your personal brand-so you...

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