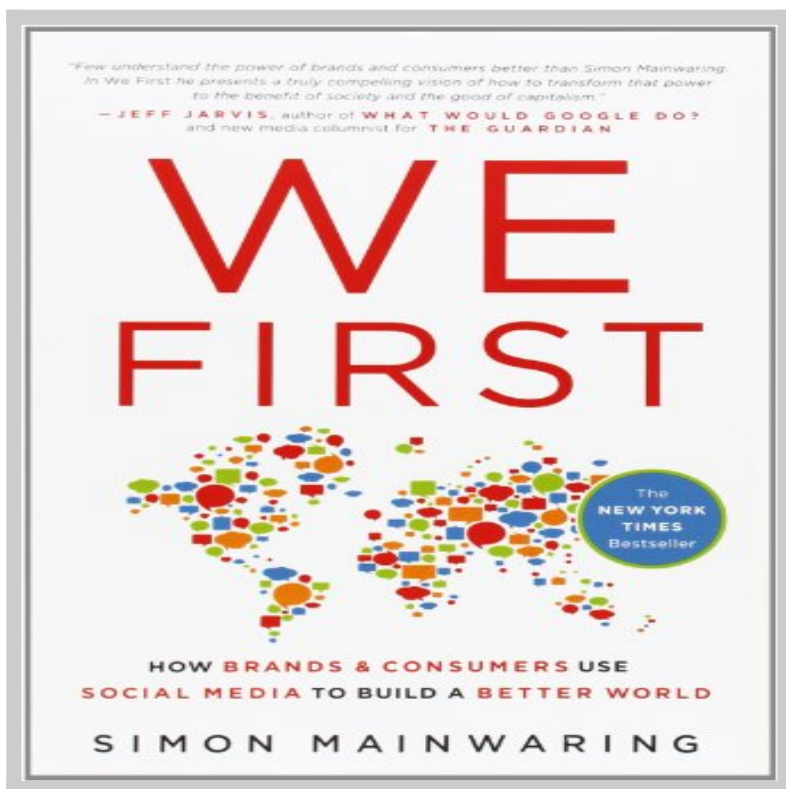


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We First Brands Consumers Social Book Preview

Combining social media tools with socially conscious brands, the two major trendshaping 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.