

"Social media has taken the world by storm. . . . At long last, we have a survival guide. This lively, timely book is relevant for all of us."

— Adam Grant, Wharton professor and bestselling author of *Give and Take*

A WORLD GONE SOCIAL

...

HOW COMPANIES MUST ADAPT TO SURVIVE

TED COINÉ AND MARK BABBITT

More Advance Praise for *A World Gone Social*

“Welcome to the ‘Age of Influence,’ where anyone can build an audience and effect change, advocate brands, build relationships, and make a difference. If your brand is not making the effort, you will be overtaken by those who do. So critical to follow the advice and leadership of Ted Coiné and Mark Babbitt . . . do not risk being left behind!”

—**Ted Rubin**, author of *Return on Relationship*

“A fascinating read! Two of the best minds in the business provide a valuable perspective on the Social Age and a practical roadmap to achieving success.”

—**Frank Sonnenberg**, former National Director Marketing, Ernst & Young Management Consulting Group, and author of *Managing with a Conscience*

“*A World Gone Social* is an essential roadmap for today’s fast-changing business environment. If you really want to understand how to reach and build relationships with customers in the Social Era, read this book now.”

—**Dorie Clark**, author of *Reinventing You: Define Your Brand, Imagine Your Future* and adjunct professor, Duke University Fuqua School of Business

“Ted Coiné and Mark Babbitt are two of the surprisingly few who truly understand social media’s deeper power to transform leadership and management, not just marketing. Now that the Social Age has become permanent, *A World Gone Social* is a must-read for leaders at all levels who want to thrive.”

—**Jamie Notter**, Partner at Culture That Works and coauthor of *Humanize: How People-Centric Organizations Succeed in a Social World*

“*A World Gone Social* makes the compelling case that the Social Age isn’t a fad that will go away but a revolution in how we do business. The pages are packed with thought-provoking insights and ideas for how to translate this new way of working into your organization. A must-read for any business professional!”

—**Patti Johnson**, CEO and Founder of PeopleResults and author of *Make Waves: Be the One to Start Change at Work and in Life*

“*A World Gone Social* provides an extraordinary vision and script for leaders and organizations alike to not just survive but thrive in the new Social Era. My sincerest gratitude to authors Ted Coiné and Mark Babbitt for their work as true ‘Blue Unicorns’ of our generation.”

—**Mark Fernandes**, Chief Leadership Officer at the Luck Companies

“The connectedness brought by the Social Age has fundamentally shifted the playing field for business. Ted and Mark have provided the essential guidebook to help business leaders understand, navigate, and prosper in ‘A World Gone Social.’”

—**Lisa Shelley**, Founder of Essentia Limited

“Ted and Mark have the distinct ability to see around the corner of business and accurately describe the future. How do I know this? Because I’m living in the future as a nano entrepreneur and this book depicts my world better than I could.”

—**Bronson Taylor**, GrowthHackerTV

“Engage, persuade, and build your brand online—here’s how to make it happen. *A World Gone Social* is a vital resource for navigating the maze of social media, from two of the top leaders in the space. Highly recommended.”

—**Chris Westfall**, author of *BulletProof Branding* and *The NEW Elevator Pitch*

“To understand how to survive and thrive the social era, where we must move fast and adapt quickly, *A World Gone Social* is a must-read.”

—**David Houle**, author of *Entering the Shift Age*

“*A World Gone Social* makes the point that social is so much more than a medium; social is the catalyst for cultural change in an organization. For leaders keen to transform their organizations, I recommend this insightful book as the place to start.”

—**John Richard Bell**, former CEO of Jacob Suchard

“Today ‘social’ is a buzzword that’s almost meaningless. Mark and Ted cut through the jargon and hype to teach us what social really is—and isn’t. Social is about being human—and how to make your business a truly social business. Read, Learn, Apply, and Share.”

—**Deb Mills-Scofield**, Partner at Glengary LLC, a Venture Capital Firm, and Visiting Scholar at Brown University

“Who better to guide you through this brave new social world than the guys who discovered that without the human side, businesses lose their edge. Leaders, future leaders, entrepreneurs: This is what you need to know to thrive in the world where connection is everything.”

—**Dr. Janice Presser**, The Gabriel Institute

“In every aspect of our lives, from early education to established corporations, social media has had a tremendous impact. How we think, learn, and create has changed. *A World Gone Social* is our guide through this change . . . and a must-read for every social leader in the 21st Century.”

—**Angela Maiers**, author of *Habitudes*

“Finally! A book that puts ‘social’ in context. This broad yet practical and engaging read adds much-needed perspective to the social revolution. Pay attention—this could be the blueprint for your company’s next transformation.”

—**Dr. Todd Dewett, Ph.D.**, author of *The Little Black Book of Leadership*

“Get ready for social disruption! Ted and Mark’s *A World Gone Social* is a powerful learn, do, share model to change how you think about and use social media. If you haven’t put the human piece into social yet, these guys will show you how.”

—**Roy Saunderson**, Chief Learning Officer at Rideau’s Recognition Management Institute

“*A World Gone Social* is a master playbook for what social means to any manager, leader, or strategist—smart, comprehensive, irreverent. I picked up enough action items to know this isn’t a theory book; it’s about getting social done and done right.”

—**Ron Ricci**, Vice President, Cisco

“Ted and Mark have captured a critical handbook for change based on practical ideas rather than theory. Don’t be intimidated if it sounds like too much. Read the book and ask yourself (a) where am I already doing this? and (b) what needs to be different? then (c) start taking small steps right away. Remember William James’s line ‘The art of being wise is knowing what to overlook.’ Overlook your doubts and give the ideas a try. The results won’t be what you expected (handing the power over to your customers results in many surprises!), but they will be remarkable.”

—**Alan Kay**, Solution Focused Change Leader and author of *Fry the Monkeys*

“This book is packed full of radical thinking, innovative insight, and real-world experience to give each of us an arsenal of tactics and a powerful compass in this era of unprecedented social change and influence. Will those companies unwilling to change cease to exist in the social age? One cannot help but think a little differently after reading *A World Gone Social*.”

—**Mark Lukens**, Founding Partner at Method3 and Chairman of the Board,
Behavioral Health Services North

“*A World Gone Social* is the ultimate wake-up call for companies to embrace the human side of business, or face extinction. Offering a brilliant blend of visionary, thought-provoking, and actionable ideas, Ted and Mark call on the business world to turn serendipity from being social into business-as-usual. Their book offers a wealth of inspiration to transform leadership, people and culture management, marketing, sales, and operations to the rules of the Social Age. A must-read to survive and thrive!”

—**Kristof De Wulf**, CEO at @InSites

“In *A World Gone Social*, Ted and Mark provide an in-depth overview of how social media has begun to transform, and will continue to revolutionize, the way successful businesses operate. As formal, structured organizations give way to fluid, dynamic, informal collaborations, the ability to build meaningful relationships with respect, appreciation, and gratitude opens up even more possibilities and becomes critical to success. Ted and Mark offer excellent perspective and insights both for those who have social media savvy and those who are social media novices.”

—**Margie Bressler**, Founder of Moving Messages

“In *A World Gone Social*, Coiné and Babbitt deftly deconstruct the tectonic impact that social media has had on nearly every aspect of our lives. But this isn’t only a book about social media; it’s also a handbook for understanding how the principles of social media can ignite profitable transformation in your organization. At its heart, this is a book about the gentle revolution of ‘open,’ the ironic power of the listening leader, and the cultural need for more rebel heretics.”

—**Josh Allan Dykstra**, author of *Igniting the Invisible Tribe: Designing an Organization That Doesn’t Suck*

“A dynamic and insightful read, *A World Gone Social* manages to emulate the pace and experience of the social world in a book! Bringing the kind of insight typically only available in hindsight into current view, the authors do a brilliant job of illuminating the implications of the Social Age on the way we do business. And, perhaps most importantly, they guide us in making the mind shifts essential to engage and leverage the extraordinary opportunities a social world creates.”

—**Susan Mazza**, CEO of Clarus Works

A World Gone Social

How Companies Must
Adapt to Survive

Ted Coiné
Mark Babbitt

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