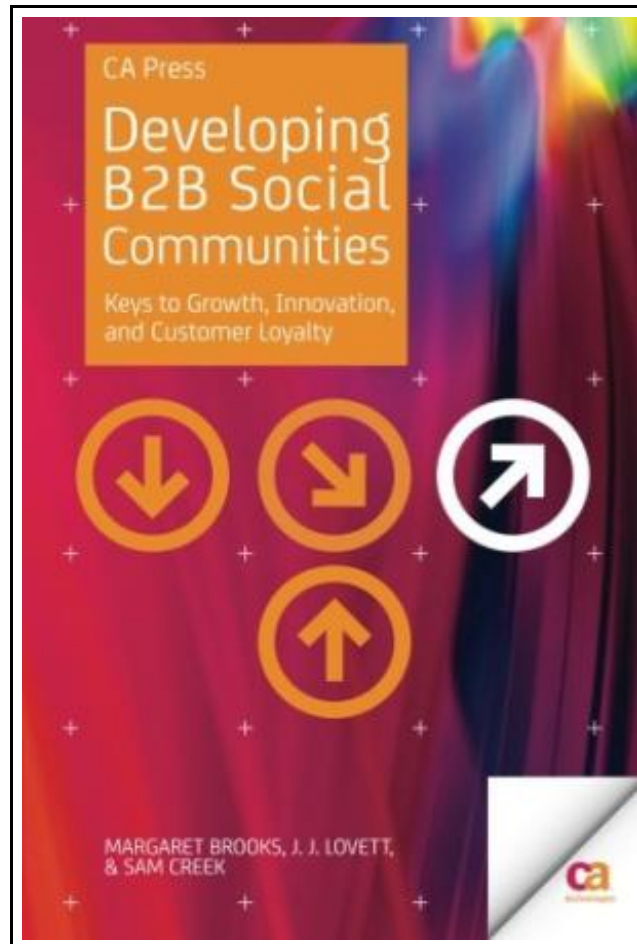# Developing B2B Social Communities: Keys to Growth, Innovation, and Customer Loyalty

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Reviews

Thorough guideline! Its this type of good read. It is really simplistic but shocks from the 50 percent from the publication. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Sallie Wiegand)

DEVELOPING B2B SOCIAL COMMUNITIES: KEYS TO GROWTH, INNOVATION, AND CUSTOMER LOYALTY

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Apress. Paperback. Book Condition: New. Paperback. 275 pages. Seminars, publications, market research, and customer care centers are some of the most important tools in every business-to-business firms toolbox for understanding, attracting, and serving customers while keeping them loyal. But in a world of fierce global price competition, increasing transparency of business practices, and ever-rising complexity, these customer interaction channels are no longer good enough for most B2B companies. Thats why smart organizationsboth large and smallare tapping into online communities to gain a huge competitive advantage: the ability to get much closer to customers and become more valuable to them. Among other things, online communities provide customer access to inside information on new and forthcoming products, provide places customers can share information and air gripes, allow companies to deliver custom technical help inexpensively, and show customers how to get the most from their products. As Developing B2B Social Communities: Keys to Growth, Innovation, and Customer Loyaltyshows, online communities reinvigorate a company by helping it harness the knowledge of the crowd. Communities help you create strategic direction, develop new products and services, identify trends, sell more, serve customers efficiently, and provide better product support. This book details the transformational opportunitiesand pitfallsfor creating online communities. Among other things, you will learn: Why B2B companies of all sizes now need to make online communities an integral part of their operations to maintain or expand market share. Howto create, launch, and manage customer communities. How to define and measure what you gain from hosting online communities. The text takes a methodology-based approach for developing an online community, showing how to move from strategy to implementation in a structured way to achieve key business goals. Each chapter interweaves case studies taken from real-world examplesincluding companies like CA Technologies, Palladium, SAP, Taleo, and LexisNexis, as well as...

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