CONTENTS

FOREWORD  JIMMY WALES  ix
PREFACE  xiii
ACKNOWLEDGMENTS  xvii

PART I
PANDEMONIUM: THE LANDSCAPE OF THE SOCIAL WEB

CHAPTER 1  The Web Is Not a Channel (And You're an Aggregator, Not a Broadcaster)  3

CHAPTER 2  Community and Content: The Marketer's New Job (Or How to Cut Your Marketing Budget and Reach More People)  19

CHAPTER 3  Making the Transition to the Social Web (First Change Your Mindset)  33

CHAPTER 4  How to Let Customers Say What They Really Think (And Keep Your Job)  51

PART II
SEVEN STEPS TO BUILD YOUR OWN CUSTOMER COMMUNITY

CHAPTER 5  Step One: Observe and Create a Customer Map (Otherwise You Can't Get There from Here)  65

CHAPTER 6  Step Two: Recruit Community Members (With a New Toolbox and Your Own Marketing Skills)  77
CHAPTER 7  Step Three: Evaluate Online Conduit Strategies (And Don't Forget Search) 89

CHAPTER 8  Step Four: Engage Communities in Conversation (To Generate Word of Mouse) 97

CHAPTER 9  Step Five: Measure Involvement With New Tools, Techniques (To Keep the Cutting Edge Sharp) 113

CHAPTER 10  Step Six: Promote Your Community to the World (Get 'Em Talking and Clicking) 127

CHAPTER 11  Step Seven: Improve the Community’s Benefits (Don’t Just Set It and Forget It) 139

PART III  MAKING USE OF THE FOUR ONLINE CONDUIT STRATEGIES

CHAPTER 12  The Reputation Aggregator Strategy (We’re Number One!) 155

CHAPTER 13  The Blog Strategy (Everybody’s Talking at Me) 167

CHAPTER 14  The E-Community Strategy (Go to Their Party or Throw Your Own) 183

CHAPTER 15  The Social Networks Strategy (Connecting with a Click) 193

CHAPTER 16  Does Facebook Matter? (To Marketers?) 207

CHAPTER 17  Living and Working in Web 4.0 (It’s Right Around the Corner) 219

NOTES 231

INDEX 239