Institut Manajemen Telkom (http://www.imtelkom.ac.id)



Ground Swell winning in a world transformed by social technologies

The revised and updated groundswell is a must-read for anyone who wants to take advantage of the opportunities of a newly emerging environment in which customers have a say in your business. Expanded with uo to the minute statistic and new chapters on Twitter and the organizational challenges as they emege, understand how customer participation can strengthen your business and create a process for building this vital marketing channel into your future stratefy.

