



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

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Developing B2B Social Communities: Keys to Growth, Innovation, and Customer Loyalty explains why business-to-business companies need a robust online community strategy to survive and flourish in today's changing economy and shows you how to design and execute your company's strategy successfully. Seminars, publications, market research, and customer care centers remain important tools in every B2B firm's 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 traditional customer interaction channels are no longer enough for most B2B companies. That's why smart organizations—both large and small—are.