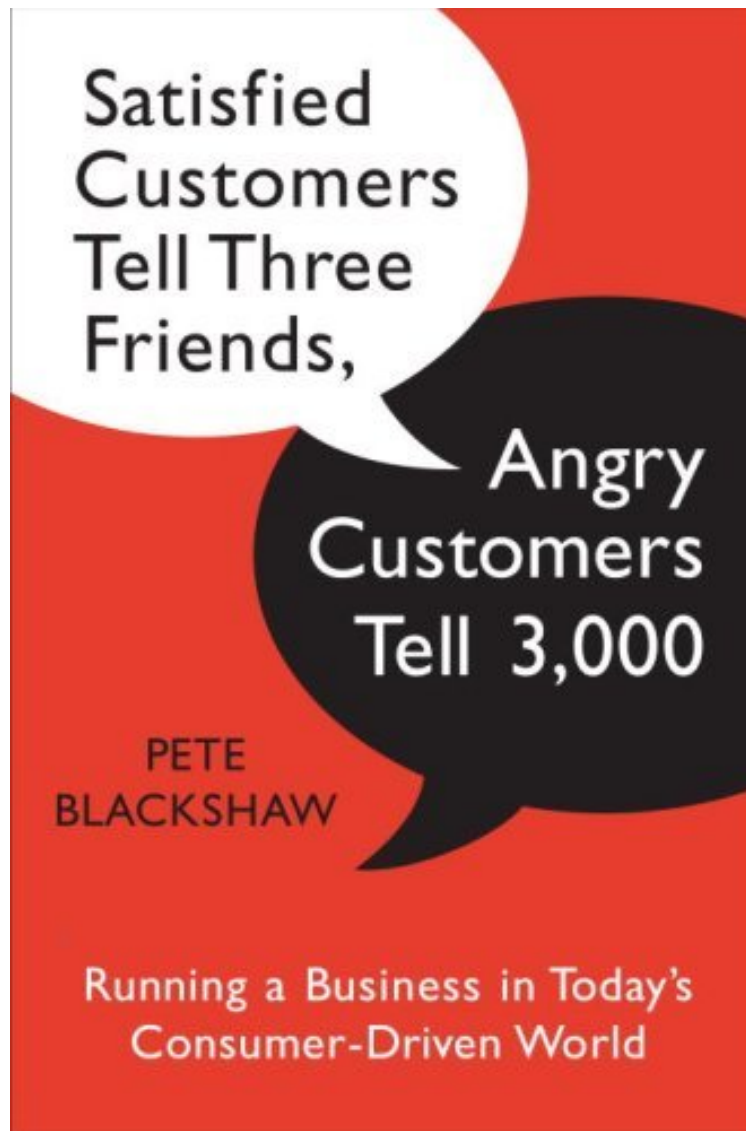


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## **Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000: Running a Business in Today's Consumer-Driven World**

*Pete Blackshaw*

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**Pete Blackshaw : Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000: Running a Business in Today's Consumer-Driven World** before purchasing it in order to gage whether or not it would be worth my time, and all praised Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000: Running a Business in Today's Consumer-Driven World:

11 of 12 people found the following review helpful. An Authoritative Read on Building CredibilityBy

starbucksfreakCredibility is the lifeblood of an organization, and Pete Blackshaw's six drivers of credibility should be indelibly etched onto the reverse of every CEO's business card. They are the essentials of brand and corporate trustworthiness and they are the foundation for Pete's new book, "Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000"--absolute must reading for every one of those CEOs, every front-line/online company spokesperson and, for that matter, anyone within an organization that truly cares about nurturing perhaps the most valuable yet often elusive organizational asset. Public affairs professionals will want to keep a copy within easy reach. (Mine now sits in front of my "Roget's Thesaurus.") Customer Relations and Consumer Affairs personnel should read it at once, then again, and--likewise--keep this easy to digest textbook at the ready as you go about talking to, emailing or--more likely--instant messaging internet-savvy customers and consumers. Pete Blackshaw writes with the common sense clarity of a consumer, yet as readers we benefit from his well-honed expertise in social media and interactive marketing as well as his own well-earned credibility in the vast and potent online marketplace. Pete has written a fine and timely how-to-book on the art of relationship building in a business world being powerfully influenced by consumer-generated media. 0 of 0 people found the following review helpful. Time to wake up and By Amanda McInnes Today's consumers have the power to endorse or devastate your product to an audience of thousands with the click of the mouse. The customer service departments of the past are no longer a match for these internet savvy consumers. Pete's book is full of insightful, and also common sense (I oftentimes found myself thinking- "Why didn't I think of that sooner?") thought starters and anecdotes that provide the compass to shift companies from transactional to relational. The Credibility Drivers are very comprehensible, and I would venture a bet that most companies would agree. However, most are missing the ball when it comes to making these Credibility Drivers a part of the day-to-day business model. This is where this book comes into play. These teachings need to be in the DNA for any company that deals with the general public. Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000: Running a Business in Today's Consumer-Driven World 0 of 0 people found the following review helpful. Needs to be updated By Andy This book was published in 2008. A lot has changed. For example, lots of new social networks have popped up. I think that the book needs to be updated. I think this quote sums up how old the book is: "As Janet Kornblum put it in a recent USA Today article, "Forget the mall. Forget the movies. Forget school. Forget even AOL. If you're a teen in America today, the place to be is the social networking site Myspace."

In today's Internet-driven world, customers have more power than ever. Through what interactive marketing expert Pete Blackshaw calls "consumer-generated media"--blogs, social networking pages, message boards, product review sites--even a single disgruntled customer can broadcast his complaints to an audience of millions. Blackshaw shows managers, marketers, and business leaders how to establish and maintain credibility for their brand by being authentic, listening and responding to customers, and forming relationships built on openness, transparency, and trust. Filled with stories based on his experience working with Fortune 500 brands such as Toyota, Dell, Nike, Sony, General Motors, Hershey, Unilever, Nestle, Lexus, and Bank of America, Blackshaw offers a clear strategy to sustain a competitive advantage by creating enduring, loyal relationships with today's consumer. From the Hardcover edition.

From Publishers Weekly In June 2006, a man named Vincent Ferrari had a shockingly combative conversation with an AOL sales rep; he recorded it and posted it on YouTube. More than 62,827 viewings later, AOL's reputation was irretrievably damaged. In the digital age, disgruntled customers are now in the driver's seat, argues Blackshaw in this thoughtful and engaging book. With the advent of Consumerist.com and other venues where customers can blow off steam about bad service or deficient products, consumer generated media is a force to be reckoned with. Since consumers trust other consumers above companies or brands, a company's success depends on its credibility and its ability to gain the trust and support of Web-savvy, outspoken and influential customers. Through remarkable stories of mass consumer advocacy and the power of bloggers and ordinary Joes with an Internet connection and a bone to pick, Blackshaw advises executives on how to build credibility into their businesses through blogs, Web sites and video postings. Informative, energetic and entertaining, this is a marvelous argument for corporate responsibility and accountability, interesting to laypeople and instructive for executives. (July) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Blackshaw, a consumer-behavior specialist and marketer, originates the phrase "consumer generated media," or CGM, which identifies the new commercial relationship between businesses and consumers and includes all online media such as blogs, video- and photo-sharing sites, social-networking pages, online forums, message boards, and product review sites. In our new world of never-ending consumer-to-consumer "conversation," we learn how companies should interpret, analyze, and respond to the messages of today's consumers. Using stories from his experiences with notable Fortune 500 companies, Blackshaw emphasizes the need for companies to be attentive to consumers since they no longer control them. Noting that sooner or later every company will get into trouble, his troubleshooting tips include knowing who are the company's key influencers, using the corporate blog as a rapid-response vehicle, and what to do when a simple apology is not enough to placate irate customers. The author stresses his conviction that our

online world has turned credibility into a company's most important asset. Excellent book. --Mary Whaley "This book deserves a spot on the desk of every executive who worries about his company's reputational risk."-Time Magazine; "A distillation of the experiences of a pioneer in amplifying the voice of the customer. Anyone who wants to understand the world of consumer generated media should read Pete Blackshaw's book."-James L. Heskett, Baker Foundation Professor, Emeritus, Harvard Business School "When bad news hits, you won't have time to read this book -- so you better read it now!.nbsp; For marketers coping with a consumer who's skeptical and networked, Pete gives us a first aid kit, a bullet, and a shot of whiskey."nbsp; - Ted McConnell, Director of Interactive/Digital Innovation, Procter Gamble "The only way this book could provide a more substantial take on consumer generated media is if Blackshaw allowed his readers to write it themselves."-Dave Balter, CEO, BzzAgent "Blackshaw is absolutely right.nbsp; We're experiencing an unmistakable ground shift in how consumers talk to companies. Pete's book calls it out, and lays out a practical road map for managing these new dynamics."-Beth Thomas-Kim, Director of Consumer Services, Nestleacute; USA, and Chair, Society of Consumer Affairs Professionals "Much more than a cautionary tale -- this book helps marketers understand how to build and nurture brands in a world where consumer generated media is growing by leaps and bounds." -Ted Woehrle, SVP Marketing Brand Management, Newell Rubbermaid; "Pete Blackshaw really gets it. For marketers and other corporate control freaks, it's about diving in and letting go. As a blogger myself at Sony, I've dogeared several pages from the book that I will be referring back to from time to time. "Idquo;-Rick Clancy, SVP, Corporate Communications, Sony Electronics