

Press Release - 17 July 2013
ZHAW School of Management and Law

New Book on the Strategic Use of Social Media for Business

The book “*Social Media Strategy – a step-by-step guide to building your social business*” presents a social media strategy framework developed and successfully field-tested by its authors. The framework helps organizations understand social media as part of a comprehensive corporate strategy and to integrate it step by step into various business areas. The book is complemented by an online collection of case studies of well-known companies.

Social media is much more than a marketing tool. Used effectively, it will accelerate an organization's external and internal communication, interaction and collaboration, adding value along the entire business value chain. “*Social Media Strategy – a step-by-step guide to building your social business*” by Kamales Lardi and Rainer Fuchs explains how to gain sustainable business benefit through social media.

Social Media as a Determinable Strategic Success Factor

The social media strategy framework provides a step-by-step methodology to develop social media initiatives that are firmly linked to an organization's business strategy. It has been designed for both internal and external areas of use along an organization's entire business value chain. The framework ensures that social media initiatives are aligned with corporate strategy, taking into account an organization's level of social media maturity. It also serves as a point of reference for the Certificate of Advanced Studies program in Digital Marketing offered by ZHAW.

Online Case Studies

A special feature of this publication is an associated website with dynamic online content. The methodology outlined in the book is further illustrated online through case studies of well-known companies such as Swiss, IBM, Swiss Re, and Eurail. The case studies, along with book excerpts, are available at www.build-your-social-business.eu. The website is being updated continuously, and further cases studies added.

“Social Media Strategy – a step-by-step guide to building your social business”, Kamales Lardi and Rainer Fuchs, published by vdf Verlag in July 2013. Available in bookstores, ISBN 978-3-7281-3557-5. Price: EUR 39.90.



Testimonials

“Social media enables a means for partnership between organisations and their customers, leading to continuous engagement and deeper loyalty. The framework guides companies in creating a strong foundation for this partnership.”

Jan Biller, Business Owner Online Support, Swisscom

“A strategic approach to understanding social media and its use for business helps manage brand reputation risks.”

Ferdinand Kobelt, Partner, Advisory Services, Ernst & Young

Editors

Kamales Lardi is a business consultant and Managing Partner at Lardi & Partner Consulting GmbH. Based on her work with clients in numerous international projects, she analyzed the prerequisites for social business success and developed the ZHAW/Lardi Social Media Strategy Framework. She is a lecturer at the Certificate of Advanced Studies program in Digital Marketing at the ZHAW.

Dr. Rainer Fuchs is a senior lecturer in Marketing at the ZHAW School of Management and Law, where he is the head of the Center for Product Management at the Institute of Marketing Management. One of his research areas is the use of social media to continually increase the success of a product along the product life-cycle.

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