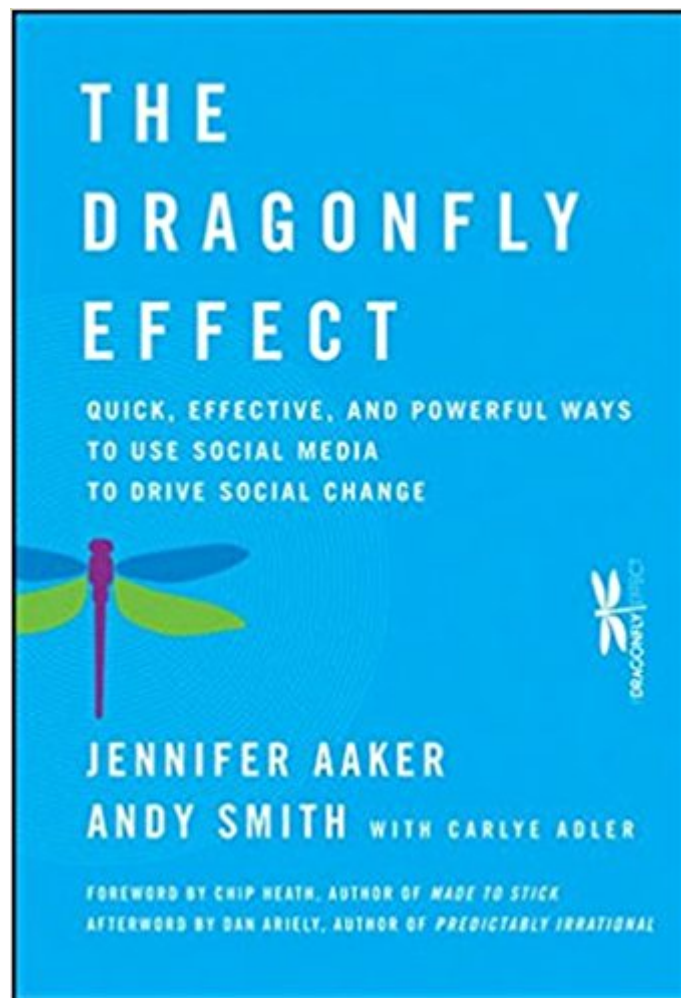




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The Dragonfly Effect: Quick, Effective, And Powerful Ways To Use Social Media To Drive Social Change



Synopsis

Proven strategies for harnessing the power of social media to drive social change Many books teach the mechanics of using Facebook, Twitter, and YouTube to compete in business. But no book addresses how to harness the incredible power of social media to make a difference. The Dragonfly Effect shows you how to tap social media and consumer psychological insights to achieve a single, concrete goal. Named for the only insect that is able to move in any direction when its four wings are working in concert, this book Reveals the four "wings" of the Dragonfly Effect-and how they work together to produce colossal results Features original case studies of global organizations like the Gap, Starbucks, Kiva, Nike, eBay, Facebook; and start-ups like Groupon and COOKPAD, showing how they achieve social good and customer loyalty Leverage the power of design thinking and psychological research with practical strategies Reveals how everyday people achieve unprecedented results-whether finding an almost impossible bone marrow match for a friend, raising millions for cancer research, or electing the current president of the United States The Dragonfly Effect shows that you don't need money or power to inspire seismic change.

Book Information

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Customer Reviews

Exclusive: Q&A with Authors Jennifer Aaker and Andy Smith What is the Dragonfly Effect? The Dragonfly Effect is a model that taps concepts from social media, marketing strategy, and consumer psychology to help people achieve a single, concrete goal. We named it after the only insect that can move swiftly in any direction, and even hover, when its four wings are moving in

harmony. The four “wings” of the model “Focus, Grab Attention, Engage, and Take Action” work together to help readers produce the change they seek, and that desired change can take many forms: social good, employee morale, or customer loyalty, among many others. The name itself is a tribute to the “Butterfly Effect,” which is itself built on chaos theory. It describes how the flapping of a butterfly’s wings might have an impact on the weather halfway around the world. The dragonfly, however, moves with tremendous speed and force, and compared to a butterfly, it has about twenty times more power in each flap of its wings. You can imagine that potential is even greater when harnessed and coordinated on a mass scale. Al Gore, former vice president and master viral-message maker, once said, “If you want to go quickly, go alone. If you want to go far, go together.” Small acts create big change, and working in concert maximizes your ability to go farther faster—and in any direction you choose. What inspired you to create this movement (or ecosystem)? There were three underlying reasons we started working this book: first, Andy’s experience in marketing and harnessing social media to build brands suggested that the social space could be deployed in a fundamentally new way; second, Jennifer’s research on happiness, which shows that what people think makes them happy isn’t really what makes them happy; and third, most importantly, our own personal experience working with amazing, smart people to find a bone marrow match for a friend, which, as a result, helped to build up a bone marrow registry that’s helped thousands of others. Those stories, and the tools that were developed as a result, are described in this book. These three things led to “The Power of Social Technology,” a class that Jennifer teaches at the Stanford Graduate School of Business. The class is designed to help entrepreneurial students harness the social web to cultivate good in the world. The course demonstrates not only that people are clamoring for ways to use the social web for good, but that there’s a framework and a repeatable process that can help them achieve their goals quickly. We wanted to share this model with as many people as possible and are excited to see what can be achieved as even more people get involved. Lots of books describe how to use social media. How is yours different? That’s true; there are many excellent books that teach the mechanics of using Facebook, Twitter, and YouTube. And some explain how to use these tools to compete in business. But few books address how to harness the incredible power of the social web to make a difference. The Dragonfly Effect shows you how to tap social media and insights from consumer psychology to achieve a single, concrete goal. We walk readers through the Obama campaign and how they pioneered social technology strategies to create political change; how Starbucks uses the social web to engage with customers and educate fans about social-good initiatives, such as buying fair trade coffee; how ProFounder provides a platform for crowdfunding

for small businesses, making micro-loans easily available to entrepreneurs; and how everyday people are able to improve the chance of survival for cancer patients. We also have direct insights from the founders of eBay's World of Good, storytellers from Pixar, and leaders from Facebook, Twitter, and Google—all offering their unique expertise and success stories. Throughout the book, readers will also find Dragonfly Toolkits designed to break down potentially intimidating first-steps and walk them through the process of getting started with easy-to-implement actions. What do you mean by "the ripple effect" and "emotional contagion"? Just as a rock thrown into a pond leads to a series of waves that radiate in all directions, the small act that you do can lead to big, often unimaginable results. Research shows that ripple effects result from small acts that have a positive significant impact on others over time. When the action at the epicenter of the ripple effect is based on deep meaning (or something that you believe will make you happy), a multiplier effect can occur because of principles of emotional contagion. Emotional contagion is the tendency to feel emotions similar to and otherwise be influenced by the emotions of others. So when others around you start to feel the way you do, they can become more strongly energized and mobilized. The fact that your feelings of happiness or meaning can actually infect others also helps explain why some initiatives work and others don't. It underscores the potential for organizations of all types to cultivate social good—which is often tied to happiness and meaning—when they're trying to capture the imagination of their employees and customers.

Marketing gurus (and married couple) Aaker and Smith turn Aaker's popular class at the Stanford Graduate School of Business into a handbook on using the power and popularity of social media to do good in the world. They employ real-world examples—an e-mail campaign to register bone marrow donors for hard-to-match patients, a Colombian engineer who used Facebook to organize a protest against the Revolutionary Armed Forces, Obama's grassroots campaign, the microlending site Kiva—to illustrate their mantra F+GET: "Focus, Grab Attention, Engage, Take Action." This is the "Dragonfly Effect," named for the insect's ability to move in any direction when its four wings work together. Specific, practical advice teaches readers how to translate anything—a product, service, community concern—into a powerful narrative that invites participation, how to communicate with potential supporters, how to craft a compelling video, and more. A fascinating, comprehensive guide for how to take your cause and compassion viral. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Jennifer Aaker and Andy Smith are clear that their goal in writing *The Dragonfly Effect* was to help

the reader harness social technology to meet their goals. While the use of animal-themed literary devices to make business points could be worn out after penguins, mice, beavers and hedgehogs; that is not the case with this well-written and useful social media guide. The Dragonfly in this case has a body (to keep it and your social media goals airborne) and four wings: wing 1 is focus, wing 2 is grab attention, wing 3 is engage and wing 4 is take action. Each wing (idea) gets its own chapter and includes very useful Design Principles that offer actionable material throughout the book. What I especially liked about the book was the relevant case studies, a clear, engaging writing style and the sense that both authors are passionate about not only social media and its ability to effect change, but more importantly teaching the reader how to "know what they know" to orchestrate their own social media success story. If you are looking to harness social media to accomplish a specific goal this is a great place to start.

Relevant for India - Relevant for the World The book Dragonfly Effect starts with a poignant story about an Indian Grad Student at Stanford and the effort taken by his friends to locate bone marrow match to save him. The power of social media to transform society is a great start to the book and more so since India is undergoing seismic shift with a whole generation expected to embrace the digital world; from an audience of about 60 million, India's digital audience is expected to grow to 200 million in the next ten years. Dragonfly Effect presents a simple four step process to harness the power of social media, for non-profit and for-profit endeavours. I do hope the budding digital citizens of India will use its lessons to help bring about greater awareness of the huge social problems the country faces, the need for the top-of-pyramid to get involved with the issues facing the B-O-P consumers. A great book, with a lot of lessons for the developing world as well. ambi

I found this to be an excellent resource that will advance my nonprofit communication efforts and approach to social media use. The guiding principles of Focus, Grab Attention, Engage and Take Action provide a strong framework for mobilizing stakeholders to involvement. Well-written, with plenty of research to back it up.

If you're planning on using social media to get a message out.....Unbeatable. Changed our direction immediately. Saved us lots of wasted time and ignorant decisions. Thank you....thank you....thank you!

This is a great book that combines powerful concepts with practical examples. As someone who is a

social media novice, I found this book especially helpful. It's an easy read and the book is really well organized. By the time you finish this book you'll be conjuring up a myriad of ways to start your own social change project if you hadn't previously identified one. Bill Wiersma--Author, The Big AHA and The Power of Professionalism

This book made me completely rethink social media and how it can be used. The book gives solid, specific examples, and the accompanying website is great. If you're trying to make a difference in the world and need to get the word out, read this book.

You can read this slim, 171-page book in a few hours. In that short time, however, you'll come across so many great examples that you'll be overwhelmed with ideas for your own change initiatives. Instead of the well-worn stories from Best Buy and Dell and Wikipedia (sigh!), you'll read about Sameer and Vinay and about Alex's Lemonade foundation. It's an engaging, well-written book, reminding me of "Made to Stick" and "Switch" (other 5-star books whose co-author wrote the foreward). The subtitle refers to driving "social change" but it's not limited to that. If you have a goal and want to build a tribe to achieve that goal, then buy this book. p.s. A short story that shows the authors practice what they preach. After talking about the book at work, several colleagues mentioned it on Twitter, resulting in the following exchange: @adam_mayer: "Just ordered "The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change" by @aaker on ."(10 minutes later) @tolsen: "Lucky you in the US: 2-4 weeks delivery time at .de RT @adam_mayer: Just ordered "The Dragonfly Effect" by @aaker on .". Then he started to follow @aaker (5 minutes later) Direct Message from @aaker: "Email your address & I'll send you a signed copy. Give the other that you ordered to a friend." Awesome! Since then, everyone on our team is reading the book to help us with a dozen or so change initiatives.

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