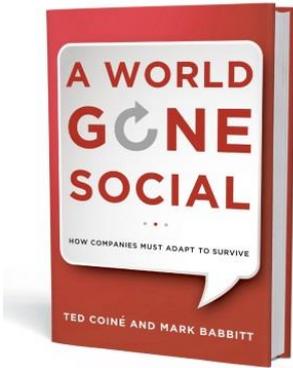


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## PM WORLD BOOK REVIEW



Book Title: ***A World Gone Social: How Companies Must Adapt to Survive***

Author: **Ted Coine and Mark Babbitt**

Publisher: **AMACOM**

List Price: US\$24.95      Format: Hard cover, 226 pages

Publication Date: 2014      ISBN: 978-0-8144-3326-3

Reviewer: **Bonnie Coker, PMP**

Review Date: Dec 2014

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### Introduction to the Book

When I initially “judged this book by the cover”, I assumed it would be focusing strictly on social media and what it’s all about – a primer for those not already doing it. Boy was I wrong! Rather, this book focuses on a change in the way people interact with each other and with the companies they work for and buy from – our move into the “Social Age”.

Average folks can have big impacts on companies (good or bad) because they now have the powerful megaphone of social media. This book provides examples of both positive and negative things that can happen “out there” on social media, and ultimately provides guidance on how you and your company can engage to gain a competitive edge.

### Overview of Book’s Structure

The book was well organized and a fun read, with plenty of real world examples and humor to keep you entertained. The writing style was casual and conversational, more like what you’d expect from (you guessed it) social media, rather than a printed book.

### Highlights: What’s New in this Book?

One of the “aha!” moments for me was when the book suggested that companies should not only condone, but encourage (and even train) their employees to use social media during work time. If you’re putting your employees first and empowering them to make their own decisions, they can become your greatest advocates and promoters through social media.

The book demonstrated that many companies are still run based on principles of the Industrial Age, while the rest of humanity has moved on to the Social Age. Industrialism was all about replaceable parts – each employee coming in and punching their timecard and doing exactly what is expected of them (and no more).

The Social Age is all about individuality, and trusting your employees as intelligent adults to make their own decisions about how to best serve a company that they love. The authors provide motivation and suggestions on how to help you and your company embrace the Social Age and let go of antiquated Industrial Age “best practices”.

### **Highlights: What I liked!**

I found the book inspiring. It focuses on the power of the individual to make changes as part of a larger community. I previously had Facebook and LinkedIn accounts, which I only used periodically. Inspired by this book, I just created my twitter account (@BonnieLCoker) and I've made a commitment to myself to spend at least a few minutes every day building my OPEN (ordinary people, extraordinary network) network.

### **Who might benefit from the Book?**

As a Gen-Xer who is only moderately engaged in social media, there were plenty of takeaways for me. The same would be true for previous generations who are likely even less engaged. I suspect that even a Millennial social media “expert” would find some things to learn, as the book focuses on how to improve your own personal “brand” and how to help your company become more engaged and employee/customer/human-focused.

### **Conclusion**

I approached the book initially as just a summary of something I thought to be over-hyped in the first place, but they turned me around and convinced me of the change occurring right now in our society and business models. It is not a strict “how to” guide, but does give some concrete steps and suggestions on how you can get started and grow. This book is highly recommended to anyone who wants to become more engaged in their personal and professional lives, stay relevant, and help move your organization forward in the process.

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*A World Gone Social*; Authors: Ted Coine, Mark Babbitt; Pub Date: September 2014; Print Edition: \$24.95; Print ISBN: 9780814433263 ; Page Count: 256 ; Format: Hardback ; e-Book ISBN: 9780814433270 - See more at: <http://www.amacombooks.org/book.cfm?isbn=9780814433263>

*Editor's note: This book review was the result of cooperation between the publisher, PM World and the Dallas Chapter of the Project Management Institute (PMI Dallas Chapter – [www.pmidallas.org](http://www.pmidallas.org)). Publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. Reviewers can keep the books and claim PDUs for PMP recertification. PMI Dallas Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@peworldjournal.net](mailto:editor@peworldjournal.net).*

## About the Reviewer



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Bonnie Coker is a Senior Project Manager for [Wind River Systems](#) with 15 years of experience in the software development industry. Bonnie achieved Project Management Professional (PMP®) certification in 2009 and is an active volunteer for the [PMI Dallas Chapter](#), currently serving as Program Manager for the Board of Directors. Bonnie also plays trombone and serves as Webmaster for the [Carrollton Wind Symphony](#). In her remaining spare time, Bonnie is Team Manager and Driver for [Jobo Racing](#), an amateur automotive racing team. You can contact Bonnie at via email ([Bonnie.L.Coker@gmail.com](mailto:Bonnie.L.Coker@gmail.com)), and in the spirit of this book, on [LinkedIn](#) and [Twitter](#).