



We First: How Brands and Consumers Use Social Media to Build a Better World

By Simon Mainwaring

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A social media expert with global experience with many of the world's biggest brands—including Nike, Toyota and Motorola—Simon Mainwaring offers a visionary new practice in which brands leverage social media to earn consumer goodwill, loyalty and profit, while creating a third pillar of sustainable social change through conscious contributions from customer purchases. These innovative private sector partnerships answer perhaps the most pressing issue facing business and thought leaders today: how to practice capitalism in a way that satisfies the need for both profit and a healthy, sustainable planet. Mainwaring provides case studies from companies such as P&G, Walmart, Starbucks, Pepsi, Coca-Cola, Toyota, Nike, Whole Foods, Patagonia, and Nestlé as well as a bold plan for how corporations need to rethink their strategies.

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A social media expert with global experience with many of the world's biggest brands —including Nike, Toyota and Motorola—Simon Mainwaring offers a visionary new practice in which brands leverage social media to earn consumer goodwill, loyalty and profit, while creating a third pillar of sustainable social change through conscious contributions from customer purchases. These innovative private sector partnerships answer perhaps the most pressing issue facing business and thought leaders today: how to practice capitalism in a way that satisfies the need for both profit and a healthy, sustainable planet. Mainwaring provides case studies from companies such as P&G, Walmart, Starbucks, Pepsi, Coca-Cola, Toyota, Nike, Whole Foods, Patagonia, and Nestlé as well as a bold plan for how corporations need to rethink their strategies.

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Editorial Review

Review

Named *Strategy + Business* best marketing book of 2011

“Social media—viral, borderless—is the perfect vehicle to promote “contributory consumerism,” and Mainwaring has fascinating suggestions for technological innovation and systemic change...the author's enthusiasm and evidence make an excellent (and counterintuitive) case for big business's ability to make major strides in creating a more equitable world.”—*Publishers Weekly*

“Offers clearly written and well-informed solutions...A must-read for those who want to understand and engage the power and potential of social media to promote a healthier, more equitable world.”—*Kirkus Reviews*

“Few understand the power of brands and consumers better than Simon Mainwaring. In *We First* he presents a truly compelling vision of how to transform that power to the benefit of society and the good of capitalism.”—Jeff Jarvis, author of *What Would Google Do?* and New Media columnist for *The Guardian*

“*We First* lays out a movement to transform corporate America, providing plenty of food for thought for the business leaders of today and tomorrow.”—Tony Hsieh, New York Times bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc.

“Simon Mainwaring shows how to use social technologies to create and deepen business relationships, which in turn drive profits. Put meaning back into your business by buying this book. Actually, buy two and give one away to someone who is also yearning to take their business to the next level.”—Charlene Li, author of *Open Leadership* and Founder of Altimeter Group

“Simon is the new master of the 'three wins' - for your company, for your customers and for the planet. He shows us clearly that companies that mean more actually make more, turning customers into their most important evangelists. Today, values count as much as value, and Simon shows us how to find, foster and share the best of both.”—Steve Hayden, Vice Chairman, Ogilvy & Mather Worldwide

“Simon Mainwaring has a deep and powerful understanding of social media and presents great opportunities to use it for real change. In *We First*, his approach inspires and empowers both brands and consumers with innovative solutions to some of the biggest challenges facing our world.”—Scott Harrison, Founder of charity: water

“Mainwaring is an inspiring leader that truly understands the dynamics in play in the new world of business, online consumer behavior, and how they can collaborate to rethink and rework paths to true global renewal.”—Brian Solis, award-winning author of *Engage*

“*We First* is more than a must read - it's a must do. Buy it, act it, and most importantly – LIVE IT!”—Gary Vaynerchuk, author of New York Times Bestseller *Crush It!*

“*We First* is a critical resource for corporate leaders and will inspire consumers, individually and collectively, to recognize their inherent strength. It is an invaluable blueprint for building this new societal structure we so urgently need.”—Philip Seib, Professor & Director, Center on Public Diplomacy, Annenberg

School, University of Southern California

“Simon Mainwaring puts forth inspiring and provocative ideas on how to transform capitalism into an engine of prosperity. He shows how global brands can become a critical catalyst for creating sustainable capitalism and positive social change.”--Dave Hudson, CEO NM Incite, Nielsen & McKinsey

“*We First* elegantly demonstrates the power of turning me into we by aligning brands and consumers as social collaborators”--Peter Guber, Chairman & CEO Mandalay Entertainment

“Simon Mainwaring’s transformational opus illustrates that doing good and doing well go hand-in-hand for 21st century corporations. A groundbreaking approach to marketing, *We First* teaches brands how to tap into a world of 600 million friends and billions of daily personal news feeds by making an impact one person at a time.”--Jay Samit, CEO SocialVibe

“*We First* is as prescient as it is visionary – a must read for marketers and consumers intent on creating a prosperous future for all.”--Rishad Tobaccowala, Chief Strategy and Innovation Officer for VivaKi, Publicis Groupe

“Mainwaring shows, with the rigor of an innovation researcher and the passion of a postmodern philanthropist, that capitalism needs not a revolution but an evolution.”--Maria Popova, Editor of *Brain Pickings*

“Nearly a century ago, Henry Ford said, "A business that makes nothing but money is a poor business." Simon Mainwaring explores that idea in depth, asserting not only that capitalism and social change should coexist, but giving examples of how they can.”--Scott Monty, Global Digital & Multimedia Communications Manager, Ford Motor Company

“To avoid collapse of the natural resources that support the business activities that human beings are so feverishly pursuing, we must move from the Industrial Age to the Sustainability Age. But how will that happen? *We First* explains how it is already happening in the new alignment between brands and customers that promises a roadmap to living within the natural means of our Planet Earth.”--Rick Ridgeway, VP Environmental Initiatives, Patagonia, Inc.

“Brand promises must be backed up by credible action or they are rendered meaningless in today's social-media dialog. Today's consumer has the power to hold brands accountable. Simon Mainwaring's *We First* is the ultimate how-to guide for 21st century brand-building.”--Robert Tercek, former President of Digital Media OWN (Oprah Winfrey Network) & Founder, General Creativity

“It is no secret that our society is being transformed - rapidly, and constantly. Still, most people don't fully understand exactly what is changing or what specific steps must be taken to survive, let alone thrive, in this new age. Simon Mainwaring understands. He knows that every organization needs to dramatically shift how it operates and communicates. He knows that individuals want to have a meaningful, measurable impact on the world. He recognizes that the platforms and channels that have developed over the past few years provide a powerful foundation from which a complete re-imagination of business and philanthropy. In his extraordinary new book, Mainwaring offers his insights and guidance to everyone else. Ignore this book at your own peril.”--Brian Reich, SVP and Global Editor, Edelman Digital

“The evolution of capitalism is putting We First. Mainwaring not only gets this, but helps us understand how to make it happen.”--Jay Coen Gilbert, Co-founder B Corporations

“*We First* is more than a call to action, it's a new imperative. Simon Mainwaring makes a very compelling

case for how the combined power of consumers and brands will influence business and bring about a new era of social transformation. We First will show you a path to creating a better world. Buy it today."--Valeria Maltoni, author of *Conversation Agent*

"We First shines an impactful spotlight on the vital importance of weaving socially mindful practices into the DNA of the 'for profit' sector. In today's interconnected world, the time is **now** for marketers and consumers to assess their role in creating the greater good."--Blair Cobb, Director, AOL Cause Marketing

"Mainwaring has written a comprehensive and engaging account of how we can use social media as a jumping off point to effect positive change not only in the world of business but in our communities and globally as well. We First is a must-read for anyone interested in the field of online marketing, consumerism or the simple desire of making the world a better place."--Liz Heller, CEO Buzztone

"This is exactly the book that the world needs right now. It's our GPS for reaching the destination we must achieve: an intersection of business and consumerism that drives not just big profits but also greater good."--Katya Andresen, COO Network for Good and author, *Robin Hood Marketing*

"By demonstrating how brands benefit from cause integration, We First lays out a vital and actionable blueprint for how we can scale social change to meet global challenges. By tapping into these powerful private sector forces, Mainwaring shows us how we transform capitalism to create a world we all want to live in."--Ryan Scott, CEO of Causecast

"Simon Mainwaring's insights and recommendations about the power of brands and consumers demonstrate how businesses can enhance the triple bottom line - doing good while making a profit and saving our world."--Beth Kanter, Co-founder Zoetica and author of *The Networked Non-Profit*

"We First shines a light on how greater numbers of consumers are willing to associate or to disassociate with products and services based on a broader set of understandings – namely, the ethical dimensions of a brand and their implications for our collective future."--Tim Sexton, CEO of Sexton Co.

About the Author

Simon Mainwaring is founder and President of We First, a brand consulting firm that helps companies use social media to build communities, profits and positive impact. An award-winning advertising creative director, influential blogger and international speaker, he is a member of the General Mills Digital Advisory Board, the Advisory Board of the Center for Public Diplomacy at the USC Annenberg School, Ad Age's Power150 and is an Expert Blogger for *Fast Company*. To connect with Simon visit simonmainwaring.com and Twitter at @simonmainwaring

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