Index

ABC News, 66
A/B testing, 199
Accidental Genius: Using Writing to Generate Your Best Ideas, Insight, and Content (Levy), 112
Adopt phase, in New Media Life Cycle, 143, 146
Advertising:
  media, 216
  on-line, 160
  real-time, 161
  Super Bowl 2011, 112
  web, 160
AFCO Tech, 88
AFM. See American Federation of Musicians (AFM)
After-sale, connection with customers and, 125
Aftershocks: Stories from the Japan Earthquake, 141
Agilent Technologies, 70
Agile Scrum software, 223–224
Agility, as competitive advantage, 3–6
AIG. See American International Group (AIG)
Albion Cafe, 131
Alerting service, 108
Almaraz, Teresa, 196, 197
Alphenaar, Jan Willem, 118, 119
Alerian, 108
Amazon.com, 51, 52, 61–63, 106, 168
Amazon Japan, 104
American Federation of Musicians (AFM), 11
American Idol, 113
American International Group (AIG), 50–51
Amiando, 143
Analysis, listening to, 98–99
Analytics tools, 103
Angiulo, David, 188
Angles and Demons, 157
Animal Farm, 61
Apple Inc., 73
# AskObama, 90–97
Ask website, 107
AT&T, 50
Attention, 108
“Attention” (Scott), 25
Attitude, real-time, 35–41
Aucoin, Don, 71
Audacity to Win; The Inside Story and Lessons of Barack Obama’s Historic Victory (Plouffe), 72, 130
Avaya Inc., 102, 103, 105, 131
Baby Cory Dancing to Beyonce (video), 140
Bailey, Christopher, 74
BandBowl 2011, 113–114
Barger, Christopher, 100, 105, 218–219
BBC television, interview with Carroll, 9
Beck, Glenn, 89
Bella Pictures, 196–197
Bello, Emilio, 217
Benchmark, real-time, 199–200
Bezos, Jeff, 62–63
Bing, 98, 107
Blackhaud, 206–207
Blackberry, 151
Blakesberg, Jay, 162, 163, 164
Blecher, Todd, 45
Bloggers, listening to, 98–99
BlogPulse, 107
Blogs
  breaking news on, 22
  comments per day, 94
  FastLane, 71
  free services for search, 108
  monitoring, 101
  publishing stories in, 88
  specialized blog search engines, 98
  using, 70–72
  Wells Fargo, 46
  on What Matters Now, 25
“Who the Hell ARE these People?”, 91–95
Bloomberg, 21, 23
BNR Nieuwsradio, 118
Boches, Edward, 114
Boeing, 44–45, 47, 48
Books, 25, 112–113, 163, 167–168
Boston Business Journal, 224
Boston Globe, 71, 115
Boston Herald, 97
Boston Hiring Blog, 166
Boston Pops Orchestra, 123
Brainstorm, massive, 117

248
BrandBowl 2011, 112, 113, 114
BrandFighters, 117
Brandwatch, 108
Breaking news, 22, 31, 37, 69, 72, 98. See also News
Britain Got Talent, 113
British government, on real time communication, 186–187
Brogan, Chris, 92, 146
Broshear, Nathan, 88
Buchanan, Brian, 148, 149–150
Burberry, 74
Business:
growing your, 3–17, 240–241
real-time, 37, 197–198, 213
social web analytics and, 106–107
at the speed of now, 213–227
Business planning process, 38
Business Week, 21, 58
Business Wire, 73
Calton Cases, 6, 8, 9–10, 12
Carroll, Dave, 22
big win, 15–16
blog posts per day, 6
interviews with the media, 7–8, 9
lyrics on broken guitar, 4
real-time engagement, 16–17
real-time media explosion, 9–10
"United Breaks Guitars" video, 4–16
vs. Goliath contest, 3, 16
Carroll, Kevin, 141
Cass, John, 218
CBS, 8, 21
Chernov, Joe, 95
Cheruti, Mikael, 195–196
Chevron Corporation, 46, 48
Chief Executive Officer, crisis and, 137–138
Chief real-time communication officer, 136, 189–191
Chrysler, 114
CIC, 108
Cisco, 133
Cision, 108
Cision, 108
ClickSquared, 127
CME Group, 168
CNN, 7, 8, 48, 66, 140
CNNiReport, 68
Coca-Cola Company, 46, 48
Collective Intellect, 108
Comcast, 146
Commercial services, 108
Communication. See Crisis communication; Real-time communication
Communication channels, 142–147
Companies, 22, 123–149, 174–175
Compete, 198–199
Competitive advantage, 3–6, 16–17, 37
Conferences, invisible presence in, 23–24
Consolidate phase, in New Media Life Cycle, 144
Consumer Electronics Show, 73
The Consumerist, 7, 8
Consumer Product Safety Commission, U. S., 135
Conversion, 108
Corporate culture, real-time, 40
Corporate world, 34, 36, 60–61
Cory Elliott Education Fund, 140
CoveritLive!, 149
Crimson Hexagon, 108
Crisis. 124–125, 137–138. See also Crisis communication
Crisis communication:
contingency measures, 136
media and, 79–90
real-time, 70
Crisis planning, 135
Critics, 104, 136–137
CRM. See Customer relationship management (CRM)
Crowdsourcing, 95
movie for free, 118–119
power of, 116
real-time, 113–114
role and tasks of, 115
running contests, 117
CTV, 7
Curle, David, 69
Curtis-Magley, Debbie, 47, 48
Customer relationship management (CRM), 105
Customers. See also Real-time customer connection
real-time service to, 12–14, 16–17
understanding, 124
Wells Fargo and, 46
Dakin, Shaun, 66, 67, 68
Dashboard, real-time, 205
Dave Carroll Traveler's Edition Guitar Case, 6, 8, 9, 13
David's Bridal, 197
Davis, Andrew, 142–143, 146–147
de Beer, Jan-Paul, 117
Decision making, companies and, 40, 113–114
DeFilippo, Bob, 47
Delta Vacations, 132–133
De Telegraaf, 118
Dickson, Tom, 144
Digital IQ-social-media training, 47
DiMarco, Stephen, 199, 200
dna13, 108
$250-Grand tweet!, 102–103
Domino's Pizza, 135
Doritos, 114
“Dot-org” domain, 142
Dow Jones, 108, 152, 203
Dresden Dolls, 225
Drucker, Peter, 41
Drudge Report, 88
DSB Bank NV, 118
DSB the Movie, 118, 119
Dunay, Paul, 102–103
DuPont, 52
Dyess Air Force Base in Abilene, 88–89
e-book, real time, 168
Edmonds, Ellen, 123
Eindhoven-Dagblad, 118
Eloqua system, 95, 197, 199, 210
email address, as mainstream media outlet, 68
Email introduction, sending, 84
Employees, real-time communication and, 191–192
Enter the Haggis (ETH), 149–150
Escalate phase, in New Media Life Cycle, 144
ETH. See Enter the Haggis (ETH)
Euromoron, 80
Eurostar, 69, 79–80
Evangelists, cultivating, 154
Experiment phase, in New Media Life Cycle, 143
Facebook, 39, 40, 48, 74, 152, 211
Avaya and, 102
Egypt blocking, 58
King Media Day and, 76
tie-ups with, 22
Fair Disclosure Financial Network Inc. (FDfn), 159–160
Fans, 147–148, 154
FDfn. See Fair Disclosure Financial Network Inc. (FDfn)
Federal Do Not Call Registry, 66
Fedex, 52, 165
Feed-Blitz, 94
Flickr, 57, 58, 143
Follow-up, real-time, 198
Ford Motor, 46, 47, 48
Fortune 100:
Boeing adapting real-time challenge, 45
engaging the market via real-time web, 47–48
media contact method, 50
process of researching, 49–51
public companies, 54
real-time speed analysis, 2010, 229–234
speed of response of, 52–53
Fortune 500, 43–49
Foursquare, 24, 134, 153, 154, 158
Fox News, 8, 135
Friedman, Thomas, 52
FriendFeed, 21, 22, 95
Friesen, Rick, 218
Funda Real Estate, 155–156
Furthur, 162
Futures trading training course, real-time, 168–169
Garfield, Steve, 68
General Motors, 71, 99–100
Lutz and Scott, 216–218
Lutz gets the last word, 220–221
real-time communications and selling cars, 221–223
reinvention initiative, 216–219
showing its human face, 219–220
starting up in real time, 222–223
TweetDeck and, 219
Geolocation feeds, 106
Germann, Mitch, 75–76
Gestate phase, in New Media Life Cycle, 144, 146
GetSatisfaction, 145
Get Seen: Online Video Secrets to Building Your Business (Garfield), 68
Ghonim, Wael, 58
Gilbert, Elizabeth, 25
Global Positioning System (GPS), 24, 152
GlobeNewswire, 73
Godin, Seth, 32, 40
Google, 96, 103, 146
Google, 21–22, 29
AdWords, 160–161
Alerts, 101, 108
Blog Search, 108
Insight, 145, 146
News, 101
Plus, 146
Scholar, 69
Trends, 108, 145
Gosselin, Kate, 128
Goto, Genri, 131
GPS. See Global Positioning System (GPS)
Graphical analysis tools, 107
Grateful Dead, real time with, 161–164
Gripton, Jon, 65, 67, 69
Groupon, 129, 158
Guidelines and training, real time communication and, 47
Halifax Herald, 8
Halligan, Brian, 164, 213, 222–224
Hash tags, in Twitter messages, 24, 69
Heineken, 117, 120
Henderson, Fritz, 216
Henige, Mary, 220
Hewlett-Packard (HP), 50, 117
Higgs, Justin, 46
Hjartardottir, Hera, 226
Hollister Inc., 165–166
HootSuite, 102, 108
Hotel reservations, 127–128
H&R Block, 188–189
HubSpot, 164, 222–223
Huffington Post, 20, 23, 44, 49
Hyves (Dutch-language social networking), 118
IBM, 41, 47, 132, 144, 109
Business Conduct Guidelines, 184
guidelines, 175, 184
Social Computing Guidelines, 176–183
Software, 208
MSN Live Messenger, 65
Mubarak, Hosni, 57–59
Mullen, 112
Mumbai attack, 85–86
MySpace, 22, 148

National Political Do Not Contact Registry, 66, 67
New England Cable News, 68
New Media and the Air Force, 185, 191
New Media Life Cycle phases, 143–144
The New Rules of Marketing & PR (Scott), 24, 71

News. See also Breaking news; Real-time news on company sites, 22
hot, 86–87
real-time, 31, 65, 78, 203
responding to, 47
Wall Street Journal, 63–64

News conference, holding, 75–77
Newspaper stories, 64–65

Newsweek, 23
New York Times, 52, 62, 173

Ninja Gigs, 225
Nordstrom, real-time communication and, 187–188
Numble, 108

Obama, Barrack, 130
Olsen, Jimmy, 26
Omniture, 198

Online. See also Online media room
advertising, 160
channels, 142
communication, 142–147
consumer expectations, 179
conversation trends, 93
real-time, 27, 34
virtual trading room trading-room, 154

Online media room, 70–72, 88
Opinions, 95–96, 110
O’Reilly, Tim, 25
Organizations, real-time communication and, 40
Orwell, George, 61, 62
Outsell Inc., 69

Palmer, Amanda, 225–226
Parikh, Neeta, 85–86
Parrish, Robert, 218
People magazine, 23
Personal relationships, 67
Peters, Tom, 25
Pew Research Center’s Internet & American Life Project, 151
Pfizer, 50
Ping.fm, 148
Playbooks, real-time, 137, 203
Plouffe, David, 72
Political Do Not Call List, 66
Political robocall, 66
Politico.com, 20, 23, 52
Polycom, Inc., 73, 74
Pornographic robocall, 66–67
Postsale, immediate connection with customers and, 125
“Pound” sign. See Hash tags
PR. See Public relations (PR)
Presale connection with customers, 125
Press conferences, publishing via, 88
Press releases, as tool of media relations, 67
Price, Lauren, 130
PrimeNewswire, 73
PR Newswire, 73

Problems, connection with customers to resolve, 125
Product, naming, 112–113
Prudential Finance, 47, 48

PRWeb, 73, 138, 139
Public Interest Registry, 142
Public relations (PR):
in corporate world, 60–61
Foursquare as tool for, 134
mind-set, 202
Taylor Guitars video and, 11–13

Qakebook team, 142
Qik, 24, 131, 143
Quakebook.org, 141
Quora, 95, 96
Quote (Dutch business publication), 118

Rachel Maddow show, 67
Radian6, 102, 108, 114
Raytheon, 48, 50
Real Estate, buying, 156–158
Real Men Don’t Rehearse (Locke), 123
Real-time:
advertising, 161
Boeing and, 45
GM and, 222–223
hot jobs in, 165–167
as mind-set, 39
monitoring and responding, 46–49
reacting to critics in, 104
ROI of, 55–56
sales, 197, 201–203
technology, 203–205

Real-time attitude, 35–41
Real-time business, 37
Real-time communication, 16–17, 59
Chief Officer, 189–191
companies and prohibition of, 174
corporations and, 55
developing guidelines, 185–186
employees and, 191–192
encouraging, 186–187
from Enter the Haggis, 148–149
Nordstrom and, 187–188
policy, 175–176
publishing guidelines, 186
Real-time customer connection, 123–149
  embracing the tweet, 130–134
  friends tweet friends, 129–130
  on hotel reservations, 126–127
  marketing and PR, 124–125
Real-time customer service, 16–17
Real-time digital era, 45
Real time law of normal distribution, 5, 32–34
Real-time market engagement, 3–6, 16–17
Real-time Marketing, 16–17
Real-time media. See also Media; Social media
alerts, 82
audiences and profits of, 20
explosion, evolution of, 8–9
operation of, 65–66
relations, 61
stories in, 64–65
Real-time media relations, 66
Real-time mind-set, 23, 36–37, 39–41
Real-time mobile marketing & PR, 138
Real-time news, 21, 59–60, 65
Real-time online, 27, 34
Real-time power law, 30–32
Real-time product creation, 3–6
Real-time product development, case study in, 12–14, 17
Real-time response mechanism, 125
Real-time revolution, 19, 20, 23, 23–24, 43
Real-time search innovation, 21
Real-time techniques, 22
Real-time web, 44–48
Recovery.gov, 88
Red Funnel Ferries, 132
Regan, Richard, 168–169
Reimer, Chris, 128, 129
"Re-invention initiative," 216–219
Reporters, 69, 83. See also Journalists
Response(s)
  Instant responses of companies, 125
  with instant websites, 140–142
  to News, 47
  in real time, 197–198
  speed of, Fortune 100 and, 48–49, 52–55
  to Taylor Guitars video, 11–12
Return on investment, real-time and, 55–56
Retweet, 133
Reuters, 144
Rizzo Tees, 128
Robinson, Matt, 117
Robocall, 66–67
Rodgers, Andrew, 217
Roger and Me, 216
Roger Smith Hotel, 134
Rolling Stone, 167
Roppongi entertainment (Tokyo), 132
Ross, Elliot, 218
RSS (Reality Simple Syndication), 63, 98
Running a Hospital (Blog by Levy), 137
Sacramento Bee, 76
Sacramento Business Journal, 76
Sacramento Kings professional basketball team, 75
Sales:
  data-driven, 210–211
  playbooks, 108, 208–210
  real-time, 197, 201–203
Sales force automation (SFA), 196
Salesforce.com, 197
San Francisco Chronicle, 67, 115
San Jose Mercury News, 67
Scandals, deflating, 87–88
Scott, Yukari Watanabe, 104
Scribd, 143
Search engines, 98, 101
Search terms, creating, 101
Sea World in Orlando, 135
Second Life, 144–145
SFA. See Sales force automation (SFA)
Sheldrake, Philip, 105, 106
Short Message Service (SMS), 157
Shouten, Danielle, 24
The Situation Room with Wolf Blitzer, 7
Skynews.com, 65, 67, 68
Sky News iPhone application, 68
Skype, 106
Slideshare.com, 143
Smith, Roger, 134
Social Computing Guidelines, 175
Social media. See also Media
  Avaya and, 102
  engaging, 104–105
  free services for, 106
  as ground for crises, 137
  in Iran, 57
  policy, 47, 188–189
  as top revenue generator, 134
Social media analytics. See Social web analytics
Social Media Center of Excellence at Intel, 47
Social networking, real-time, 22
Social web, real-time, 203
Social web analytics, 46, 101, 110, 205
  business and, 106–107
  services for, 107–109
Sons of Maxwell, 3
Sony Pictures Entertainment, 157
Sources, identifying and monitoring, 98
Special offers, 154
Speed:
  as competitive advantage, 3–6, 16–17
  new laws on, 30
  real-time mind-set and, 36–37
  of response, 48–49, 52–55
  social business and, 96–97
  vs. sloth, 19–27
Stanford-Clark, Andy, 132
Starkewolf, Zane, 66, 67
State Farm insurance, 45, 48
Strupek, Joe, 45
Suffolk, John, 187
Super Bowl advertising, 111
SurveyMonkey, 112
Sysco, 52
Sysomos, 108
Taptu, 106
Taylor, Bob, 6, 8, 10, 11, 12, 14, 17
Taylor Guitars, 5, 6, 8, 9–10, 11, 12, 17
Team building, real-time digital era and, 45–45
Technology, real-time, 203–205
Technorati, 98, 108
Telephone, as tool of media relations, 67
Telstra, 175
Telstra Social Media Engagement (3Rs), 186
Terpening, Ed, 46
Theatre Development Fund, New York City's, 132
The Dead Tour 2009—ALL ACCESS, 163–164
The Knot, 197
Thomson, Mike, 66
Thonis, Peter, 46
Time Life, 21
Tippingpoint Labs, 142, 143, 145, 146
TNS Cymfony, 108
Toland, Meg, 166
Townsend, Wayne, 126–127
Toyota, 135
Trackur, 108
Trade shows, media alerts and, 73
Training and guidelines, real-time communication and, 47
Transportation Security Administration (TSA), 11
Travelers Cos, 49
Truman Fires MacArthur, 168
Truman (McCullough), 168
TSAs See Transportation Security Administration (TSA)
TweetDeck, 22, 40, 65, 98–99, 102, 106, 108, 211
Tweets. See also Tweets of Barrack Obama, 130
BrandBowl, 114
$250-Grand tweet!, 102–103
embracing, 130–131
per day, 95
per hour, 93
per quarter hour, 92
positive or negative, 114
on “Who the Hell ARE these People?”, 91–95
Twitter, 174. See also Tweets as after-sales communication tool, 128
Avaya use of, 102
breaking news and, 69, 98
as crisis communication tool, 81–82
followers on, 134
following reporters on, 84–85
free Twitter search, 108
monitoring search terms on, 101
Mumbai attack and use of, 85–86
replies on, 48
service of, 146
“Twitter Friendly,” 134
Twittersphere, 46
U. S. Air Force, 191
United Airlines, 3–4, 6, 8, 9–10, 14–15
“United Breaks Guitars”
on blogs, 6
CNN broadcast of, 7
customer-service training and, 14
lyric, 4
mainstream media stories per day, 7
real-time media explosion, 8–9
views of, 5, 7, 8, 9, 12, 13, 16
UPS, 47, 48, 52
Upside, 48
USA, New Media and the Air Force, 175
USA Today, 8, 66, 114
Ustream.tv, 75
Vanity Fair, 20
van Riel, Sied, 133
Verizon Communication, 46, 48
Visible Technologies, 108
Vitti, John, 157, 158
Volkswagen, 114
Walgreen, 50, 51, 52
Wallace, Adam, 134
Wall Street Journal (WSJ), 8, 63–64, 71
Warren, Lee, 48
Warwick, Colin, 70
Watanabe, Hiroyoshi, 104
Web advertising, 160
Website analytics, 205
Websites, 68, 140–141, 156, 167, 193–200
Weist, Zena, 188–189
Wells Fargo, 46, 48
What Matters Now (e-book), 25–26
White House Twitter Town Hall, July 2011, 96–97
“Who the Hell ARE these People?”, 91–95
Wikipedia, 31, 113
Wilhelm, Jeroen, 155–156
Winsor, Harry, 44–45
Winsor, John, 45
Woods, Tiger, 88, 216
Wood & Steel, 10
World Wide Rave, 9, 16, 33
Wrigglesworth, Tom, 117
Yahoo!, 98
Yahoo! News, 101
YouTube, 4–14, 58
Zanghi, Brian, 208, 209
Zappos, 146