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Empowered, Unleash Your
Employees, Energize Your
Customers, Transform Your
Business has given the world
several new FLAWs (four letter
acronym words). At last reckoning
there were three: HERO, IDEA, and
POST, but one of these was
introduced in an earlier book,
Groundswell. Empowered has given
the world a lot more than
that. Amazon.com: Empowered:
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... In Empowered, Forrester's Josh
Bernoff—coauthor of the pioneering
book Groundswell—and Ted
Schadler explain how to transform
your company by unleashing the

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mighty force of these HEROes. Like John Bernier and Ben Hedrington at Best Buy, who built an army of 2,500 tweeting employees to reach out to customers online. Empowered: Unleash Your Employees, Energize Your Customers ... Empowered is a fascinating look at how employees with great ideas in your organization can be encouraged to innovate and transform your business to better serve customers. As it says in the book, with the rise of social technologies, customer service is the new marketing. Empowered: Unleash Your Employees, Energize Your Customers ... Empowerment is the process of unleashing employees' power within defined boundaries, as opposed to constraining it based on

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