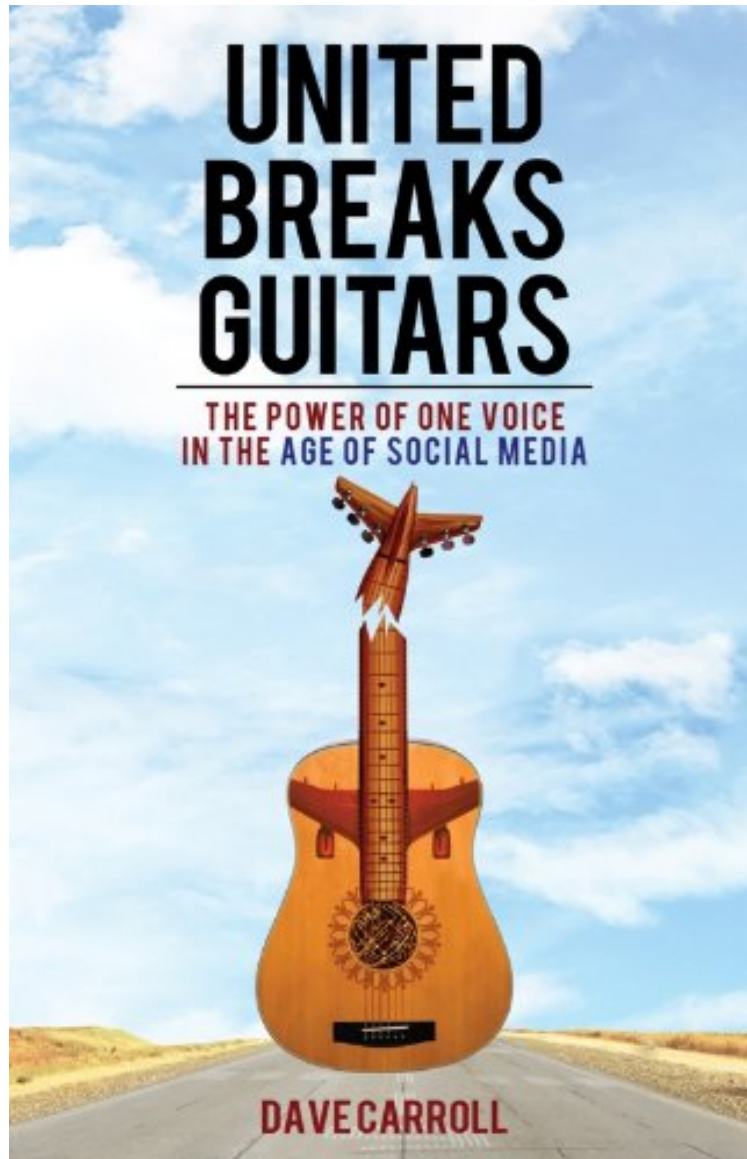


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United Breaks Guitars: The Power of One Voice in the Age of Social Media

Dave Carroll

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Dave Carroll : United Breaks Guitars: The Power of One Voice in the Age of Social Media before purchasing it in order to gage whether or not it would be worth my time, and all praised United Breaks Guitars: The Power of One Voice in the Age of Social Media:

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across as a low key nice guy who you would love to have for a neighbor.0 of 0 people found the following review helpful. Nice take on the making of the 3 videosBy AZterritoryNice take on the making of the 3 videos. The first part is a quick read that you won't want to put down. The last half on social media and potential effects on consumer issues is interesting but not as compelling. This made me replay all the videos and I remember why I immediately ordered all Sons of Maxwell and Dave Carroll's music after I first heard it . . . their music is hard to beat, glad he did a book as well. Long may he play!2 of 2 people found the following review helpful. InspiringBy Karen McDonaldI have 30 plus years in the customer service arena. I understand how important it is for companies to treat their employees well, how it affects their treatment of customers. Right now I am in the middle of a dispute with a very large mail order prescription company. I downloaded this book to get some concrete ideas on how to see results. Dave's philosophy of caring and kindness really has inspired me to act in a positive manner as I seek results. This was well written and genuine.

Songwriter Dave Carroll wasn't the first person abused by an airlines' customer service. But he was the first to show how one person, armed with creativity, some friends, \$150, and the Internet, could turn an entire industry upside down. United Airlines had broken Dave's guitar in checked luggage. After eight months of pestering the company for compensation, he turned to his best tool—songwriting—and vowed to create a YouTube video about the incident that he hoped would garner a million views in one year. Four days after its launching, the first million people had watched "United Breaks Guitars"; United stock went down 10 percent, shedding \$180 million in value; Dave appeared on outlets as diverse as CNN and The View. United relented. And throughout the business world, people began to realize that "efficient" but inhuman customer-service policies had an unseen cost—brand destruction by frustrated, creative, and socially connected customers. "United Breaks Guitars" has become a textbook example of the new relationship between companies and their customers, and has demonstrated the power of one voice in the age of social media. It has become a benchmark in the customer-service and music industries, as well as branding and social-media circles. Today, more than 150 million people are familiar with this story. In this book, you'll hear about how Dave developed the "just do it" philosophy that made him the ideal man to take on a big corporation, what it felt like to be in the center of the media frenzy, and how he's taken his talents and become a sought-after songwriter and public speaker. And businesspeople will learn how companies should change their policies and address social-media uprisings. Since "United Breaks Guitars" emerged, nothing is the same—for consumers, for musicians, or for business. Whether you are a guitarist, a baggage handler, or a boardroom executive, this book will entertain you and remind you that we are all connected, that each of us matters, and that we all have a voice worth hearing.