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which can be at once
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disorienting.

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Charlene Li, Josh
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Direction, Volume 26,

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Issue 8 Charlene Li and
Josh Bernoff, Harvard
Business Press, 2008,
ISBN:

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technology. It was updated in 2011 and released as a paperback. In addition, in 2009, a subset of the marketing-focused chapters was published as *Marketing In The Groundswell*.

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Paperback - May 24

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(Author), Josh Bernoff

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1. Creating a Coherent
Social Strategy for
Business Charlene Li &
Josh Bernoff Co-
authors, Groundswell
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