

INDEX

- Absolut Vodka, 171
 Access, 273
 Accuracy
 of data, 184–185
 of research, 25
 Acetaminophen, 144
 Action(s), in changing research paradigm/approach, 208, 210, 216–219
 Adobe Online Marketing Suite, 248
 Adoption, of social media listening, 65
 Advanced level, in social media listening, 34, 41, 45, 54, 64, 67, 75, 78, 81, 90, 98, 104, 107, 115, 116, 120, 122, 158, 210, 238, 248
 Advantage
 competitive versus business, xi
 social TV ratings and, 166–167
 Advertising
 in achieving market goals, 161–162, 176–180
 biometric signals and, 193, 195–198
 in changing research paradigm/approach, 210, 216
 competitor risk and, 145
 consumer trials and, 91–92
 creating resonant messages for, 68–75
 culture and, 199
 fine tuning of, 65–67
 future of, 220–228
 helpful reviews and, 186
 improving competitiveness via, 101
 listening and, ix, xii, xiii
 listening-based targeting strategies in, 174
 listening-led, 31–34
 for marketing Suzuki Hayabusa motorcycle, 52
 in MINI case study, 96–97
 in product line extension, 107
 product positioning and, 143, 144–145
 in product/service improvement, 76–84
 rebranding and repositioning via, 112–123
 rethinking, 220–228
 setting budget for, 176
 social media conversations versus, 176, 177
 social media listening data and, 190
 in social media listening's future, 191–192, 220–228
 in strategic competition, 139
 using Web sites for, 78–79
 in *Wired* magazine, 197
 word-of-mouth, 97
Advertising Age, on Fiat MIO project, 63
 Advertising programs, improving competitiveness via, 100
 Advertising Research Foundation (ARF), ix, x, 258. *See also* ARF entries
 definition of listening by, 1–2
 great recession and, 38, 39
 listening organizations and, 229, 232
 Advertising schedules, as affecting conversation levels, 178
 Advertising-voice share, conversational-voice share versus, 177
 Advertising weight, as affecting conversation levels, 178
 Advil, 21, 26
 case study of, 143–144
 Advocacy
 as affecting conversation levels, 177–178
 for sales forecasting, 182, 185
 Advocates, 273
 word-of-mouth marketing and, 227
 Advocate sites, gender, multicultural, and LGBT listening and, 170
 Affiliate and Search Marketing, 254
 African-Americans, 174, 193
 as light purchasers, 53–54
 marketing Hennessy Cognac and, 49–51
 African-American sites, gender, multicultural, and LGBT listening and, 170
 African-American themes, 48
 Agarwalla, Jayant, in Scrabble case study, 146, 147
 Agarwalla, Rajatj, in Scrabble case study, 146, 147
 AgenciaClick, 62
 Agents, 13
 Aggregating content, 273
 Aggregator, 273
 Alert, 273
 Almaden Research Center, on using online postings to predict sales, 182
 Alterian Techrigy SM2, 242
 Always brand, 79
 Amazon
 case study of, 144–145
 helpful reviews on, 187, 190
 predicting sales and, 182
 text mining for product features on, 188
 American Airlines (AA), case study of, 129–130
 American Marketing Association, on marketing research, 212
 Americans, neo-tribes and, 203. *See also* United States
 American Telephone and Telegraph (AT&T), 149
 case study of, 158
 Analyses (analysis)
 of consumer trials, 90–91
 in listening, 7
 reporting and, 24, 25–29
 in social media listening's future, 191–192
 in strategic competition, 140
 of tweets, 183–184
 Analytic capabilities, of text analytic tools, 20–21
 Analytics, in changing research paradigm/approach, 211–212
 Analytic strategy, for listening, 25–28
 Analyzing competition, listening and, 3
 Anderson Cancer Center, 77
 case study of, 81–82
 Anticipating issues/concerns, in reputation management, 125
 Anticipation
 biometric signals and, 193, 195–198
 in changing research paradigm/approach, 207, 209
 AOL (America Online), as listening solution, 18
 AOL Hot Searches, 238

- AOL LLC Network, searches analyzed, 37
- API (application programming interface), 273
- Apple, 126, 149
 - in Amazon Kindle case study, 144
 - in American Telephone and Telegraph case study, 158
 - case study of, 130–131
- Archive, 273
- ARF Council, 258. *See also* Advertising Research Foundation (ARF)
- ARF Industry Leader Forum, 87
- ARF Morning Coffee, 258
- ARF People Council, 171
- ARF PowerSearch, 258
- ARF Web site, 258
- Arm & Hammer, 103
- Arnell, Peter, 116–117
- Artificial settings, naturalistic settings versus, 217
- Asian-American sites, gender, multicultural, and LGBT listening and, 170
- Ask, as listening solution, 18
- “Asking” research, listening and, 3
- Ask Network, searches analyzed, 37
- AstroTurfing, 273
- Attensity, 248
- Attentio, 252
- Attention spans, in changing research paradigm/approach, 217–218
- Attitude, 273
- Attracting new customers, 120–122
- Audience, influence of reviews on, 186
- Audience Measurement Conference, 258
- Audience viewing intention score, 165–166
- Austin, Manila, 109
 - on changing research paradigm/approach, 208, 216–219
 - on insight relevancy, 15
- Authentication, 273
- Authenticity, word-of-mouth marketing and, 227
- Authority, in source vetting, 14
- Authors, in rethinking media, marketing, and advertising, 224–225, 226
- Awareness
 - passage of time and, 188
 - in product line extension, 108
 - reviews and, 187
- Awesomeness, questions about, 11
- “Back room” machinations, in changing research paradigm/approach, 210–211
- Backyards, 13, 20, 273, 274
 - improving competitiveness via, 103–104, 104–106
 - in EA Sports case study, 134
- Baconnaise, 58, 59
- Bacon Salt, 55
 - case study of, 57–59
- Banner, David, 74
- Bannister, Roger, 235
- Barefoot Wines, 171
- Barocci, Bob, ix–x
- Basic sales tactics, in increasing sales, 87–88
- BazaarVoice, 16, 127
- Bear Naked, 91
- Behavioral change, in food-shopper mind-set, 41
- Behavioral listening, 169–170
 - picking up new signals by, 193–208
- Behaviors
 - in changing research paradigm/approach, 215
 - culture and, 199
 - in discovering new customers, 49–51
 - emotions as driving, 196
 - in Kraft Foods case study, 141
 - in listening, 1, 2
 - in listening-based targeting, 169–170
 - in rethinking media, marketing, and advertising, 220–221
- BeingGirl.com, 77
 - case study of, 78–79
- Benchmarks, in changing research paradigm/approach, 215
- Benefits
 - in creating resonant messages, 69
 - of listening’s new mental model, 235
- Berger, Jonah, 187, 188
- Bernoff, Josh, 78–79
- Berwick, Frances, 167
- Best Buy, 186
- Best practices, in increasing sales, 90
- Better Homes & Gardens (BHG)*, 120
 - new idea fine tuning for, 65–67
- Biases, listening-based targeting strategies and, 174–175
- Bing, as listening solution, 18
- Biometric signals, 193, 195–198
- Bizrate.com, 186
- BlackBerry, 210
- BlackPlanet.com, 53
 - gender, multicultural, and LGBT listening and, 170
 - in marketing Hennessy Cognac, 49–51
- Blog-centric services, vendors of, 239–240
- Bloggers, 16
 - as influencers, 98
 - neo-tribal analytics and, 206
 - in Old Spice case study, 102
- Blogging, 273
- Blogging tools, 16
- Blogsphere, 273
 - monitoring, 27
- Blog post, 273
- BlogPulse, 239–240
- Blogroll, 273
- Blogs, xi, 273
 - in consumer backyard, 13
 - in conversation footprint, 14
 - culture and, 200–202
 - customer dissatisfaction on, 131–132, 133
 - in customer relations, 149
 - in increasing product loyalty, 111
 - in JetBlue case study, 152–153, 154–156
 - as listening solution, 18
 - media and marketing and, 220
 - in reputation management, 129
- Blogs and Social Media, 253
- BMW MINI
 - case study of, 95–97, 185
 - increasing sales of, 86–87
- Boardreader, 273
- Body Wash, 101
 - case study of, 101–102
- Boldness, in discovering new customers, 48–49
- Bookmarking, 273
- Bots, 13
- Boudreaux, Chris
 - five principles for successful listening by, 10
 - on listening organizations, 229, 230–232
 - on social networking policies, 157
- Bought media, 223–224, 225–226
- Bought/owned/earned (BOE) media environment, in rethinking media, marketing, and advertising, 223–224, 225–226
- Box office receipts
 - influence of buzz on, 187–188
 - influence of reviews on, 186
- Brain, monitoring signals from, 196
- Brain Juicer, 243
- Brand attributes, listening and, 4
- Brand backyard, 13, 20, 273
 - in EA Sports case study, 134
 - improving competitiveness in, 103–104
- Branded communities, in product/service improvement, 78–79
- Branding, 112. *See also* Rebranding
 - in Ore-Ida case study, 94
- Brand loyalty, improving competitiveness via, 110–111
- Brand mentions
 - by light purchasers, 53
 - monitoring tools for retrieving, 20

INDEX

283

- Brand metrics, in creating resonant messages, 72
- Brand-name tracking, 20
- Brand objectives, of social media listening, 33
- Brand page, 273
- Brand protection, monitoring tools for, 19
- Brand Reputation Management, 253
- Brands
- analyzing postings about, 27
 - for caregivers, 45
 - confidence in, 189
 - connection with, 154
 - in customer relations, 149
 - improving competitiveness via, 103–104
 - listening and, 1–2
 - listening-based targeting strategies and, 174–175
 - listening solutions and, 17
 - in rebranding and repositioning, 115
 - in rethinking media, marketing, and advertising, 222
 - sentiment about, 28
 - in strategic competition, 139, 141–142
 - text analytics and, 21
 - used-desired features in, 79–81
 - vendors of, 237–257
- Brand strategy, 145
- Brandwatch, 243
- Bravo network, 167
- Brazil, Fiat agency in, 62
- Broadband
- in context, 173–174
 - text analytics and, 21
- Broadband services, 173
- Broadcasting, word-of-mouth, 226–228
- Broadcast television, online video versus, 163
- Broad questions, 10, 11
- BSSP agency, 185
- Budgets
- for advertising, 176
 - in market-share achievement, 179
- Bulgrin, Artie, on changing research paradigm/approach, 207–208, 211–213
- Bulletin board, 274
- BurrellesLuce, 243
- BusaBeats campaign, 52
- Business(es)
- in changing research paradigm/approach, 208
 - culture and, 200–202
 - rebranding and repositioning by, 112–123
 - social media in, 230–232
- Business advantage
- competitive advantage versus, xi
 - social TV ratings and, 166–167
- Business analytics, in changing research paradigm/approach, 213
- Business events
- in increasing sales, 87
 - in strategic competition, 139
- Business line expansion, improving competitiveness via, 109–110
- Business models, listening in, 194
- Business objectives, 10
- social media and, 232
- Business outcomes, predicting, 21
- Business partners, in reputation management, 126, 133
- Business processes, social media and, 232
- Business process improvements, 12
- Business process investments, 10
- Buzz, 190. *See also* Voices; Word of mouth (WOM)
- in changing research paradigm/approach, 212–213
 - in creating resonant messages, 69–70, 73–75
 - in EA Sports case study, 134
 - effect on box office sales, 187–188
 - emotional engagement and, 178
 - in increasing sales, 97–98
 - in Old Spice case study, 102
 - in sales forecasting, 183–184
- BuzzMetrics, 235
- BzzAgent, 252–253
- in Silk case study, 92–93
- Cable television, 163
- Calibration, in changing research paradigm/approach, 215
- Campaign for Real Beauty, 113
- case study of, 118–120
- Campaign tactics, improving competitiveness via, 100
- Campbell's Cream of Mushroom soup, 103
- Campbell Soup Company, case study of, 197
- Canada, Scrabble in, 146
- Cancer awareness, in MD Anderson Cancer Center case study, 82
- Capturing ideas, in product/service improvement, 77
- Carat USA, 220, 223, 224, 225
- Car companies, customer want lists and, 61
- Car culture, in MINI case study, 96
- Careerbuilder.com, 196
- Caregivers, mind-set of, 44–45
- Carney, Heidi, 82–84
- Carson, Rachel, 135
- Case analyses. *See also* Case studies
- discovering new customers via, 47–49
 - uses of, 31–34
- Case studies
- Advil, 143–144
 - Amazon, 144–145
 - American Airlines, 129–130
 - Americans with Disabilities Act, 174
 - American Telephone and Telegraph, 158
 - Apple, 130–131
 - Bacon Salt, 57–59
 - BeingGirl.com, 78–79
 - BMW MINI, 95–97, 185
 - Body Wash, 101–102
 - Broadband services provider, 173
 - Campaign for Real Beauty, 118–120
 - Campbell Soup Company, 197
 - CDW, 88–90
 - CNN, 171–172, 174, 175
 - Comcast, 158–159
 - condiment manufacturer, 104–106
 - consumer packaged goods companies, 114–116, 117, 172, 175
 - Costco, 177–178
 - Crate & Barrel, 159–160
 - Dell, 131–132
 - Dove, 118–120
 - EA Sports, 133–134
 - ESPN, 106–107
 - Fiat MIO, 61–64
 - Fusion razor, 72–73
 - Gatorade, 74–75
 - Gillette, 72–73
 - Harrah's Casino, 68–69, 70–71
 - Hasbro, 127–128
 - Hennessy Cognac, 49–51, 169–170, 174–175
 - household product, 145
 - Hulu, 133
 - iPhone 4, 130–131
 - JetBlue, 151–154, 154–156
 - Kindle, 144–145
 - Kraft Foods, 103–104, 140–142
 - Ladies' Home Journal*, 120–122
 - Lion Brand Yarn, 110–111
 - Lists (Twitter product), 79–80
 - Lubricant WD-40, 109
 - MD Anderson Cancer Center, 81–82
 - Meredith Corporation, 120–122
 - mobile phone companies, 74
 - Naked Wines, 156, 157
 - NASCAR, 81
 - Nestlé, 135–136
 - Old Spice, 101–102
 - Ore-Ida, 94–95
 - Philadelphia Cream Cheese (Philly), 103–104
 - Portland radio station, 156
 - Pretzel Crisps, 91
 - Procter & Gamble, 78–79
 - Provo Craft, 107–109
 - Retweets, 79–80

- Case studies (*Continued*)
 - Samsung, 185
 - Scrabble, 146–147
 - Silk soy beverage, 92–93
 - Sony, 185
 - SportsNation, 106–107
 - Steam n’ Mash, 94–95
 - Super Bowl commercials, 196–197
 - Suzuki Hayabusa, 51–52, 169–170, 174–175
 - Tassimo pod coffee maker, 140–142
 - Trek Light Hammocks, 109–110
 - Tropicana Pure Premium Orange Juice, 114, 116–118
 - True Citrus, 82–84
 - Twitter, 79–80
 - Tylenol, 143–144
 - Vitaminwater Connect, 64–65
 - WhiteWave Foods, 92–93
- Cash4gold.com, 196
- Categories, 274. *See also* Product categories
 - in increasing sales, 87
 - in targeting insights, 173
- Categorization errors, in data collection, 25
- Category-level conversations, by light purchasers, 53
- Category mind-sets, understanding, 40–44
- CDW, 22
 - case study of, 88–90
 - increasing sales of, 86
- Center of excellence, for social media, 232
- Centralized listener, 9
- Changes
 - anticipating, 181, 188–190
 - competition and, 99–111
 - in listening research, 6
 - listening to bring about, 15
 - in mental models, 233–235
 - to research paradigm, 207–219
 - shaping, 209
- Changes in demand, in sales strategies, 189
- Charitable giving, in food-shopper mind-set, 42
- Chat, 274
- Chat Threads, 243–244
- Chevron, 172
- Chicklets, 241
- Choi, Hyunyoung, 184–185
- Civility, in customer care and satisfaction, 150, 154–157
- Clarabridge Content Mining Platform, 248
- Clarity, in changing research paradigm/approach, 216–219
- Classification, 274
- Client brand, 173
- Cluster, 274
- CNN, case study of, 171–172, 174, 175
- Coca-Cola, 10, 36, 64, 207, 208
- Co-creation
 - in changing research paradigm/ approach, 216–217
 - listening and, 3–4
 - of new products, 56, 61–65
- Coded information, processing of, 16
- Coders, 16
- Cold calling, in increasing sales, 89, 90
- Collaboration, 274
 - in changing research paradigm/ approach, 207, 212
 - monitoring tools for, 19
- Colleagues, sharing sales predictions with, 190
- Collecta, 241
- Collective Intellect, 97, 253
 - credit-card holders and, 40
 - social TV ratings and, 165–166
- Columbia Business School, 203
- Combining ideas, in creating resonant messages, 69
- Comcast, 12, 149, 150
 - case study of, 158–159
- Command-and-control marketing
 - in competitiveness, 100
 - in Nestlé case study, 135
 - in strategic competition, 139–140, 147
- Commentators, in rethinking media, marketing, and advertising, 224–225, 226
- Comment cards, online and offline conversations and, 172
- Comments, 274
 - in new idea fine tuning, 66–67
 - in reviews, 186
 - NASCAR improvements from, 80–81
- Commercials, Super Bowl, 178
- Commitment(s)
 - behavioral listening and, 170
 - in strategic competition, 140
- Communication. *See also* Communications
 - in changing research paradigm/ approach, 208, 212
 - culture and, 199, 202
 - of insights, 218–219
 - listening and, 7, 194–195
 - of sales predictions, 190
- Communications
 - creating resonant messages for, 68–75
 - management of, 10
 - social media and, 232
- Communispace Corporation, 22, 66, 114, 121, 208, 216, 250
 - building, 274
 - on caregivers, 44–45
 - in CDW case study, 89
- Communities, 274
 - in creating resonant messages, 70–71
 - in EA Sports case study, 134
 - in new idea fine tuning, 66–67
 - in Scrabble case study, 146–147
 - Twitter improvements via, 79–80
 - vendors for, 237, 251–252
- Community engagement, of customers about passions, 95–97
- Community guidance, in private communities, 22–23
- Community involvement, in JetBlue case study, 153
- Community Marketing, Inc., 171
- Community members, in increasing sales, 90
- Community tools, 7
 - as listening solutions, 22–23
- Companies. *See also* Organizations
 - in changing research paradigm/ approach, 207–208, 208–211
 - consumer trials and, 92
 - culture and, 199
 - customer relations of, 149
 - customer want lists and, 61
 - engaging customers by, 95–97
 - improving competitiveness of, 99–111
 - increasing sales of, 86, 87
 - key business objectives of, 31–34
 - listening-based sales prediction for, 181–190
 - in listening-led sales strategy, 88
 - engaging organizations, 229
 - mental models for listening and, 229–230, 233–235
 - new product development by, 55
 - new product uses championed by, 102–103
 - online advocacy for, 185
 - online and offline conversations and, 171–172
 - picking up new signals by, 193–208
 - private communities run by, 22–23
 - product line extension by, 107–109
 - product positioning by, 144–145
 - product/service improvement by, 76–77
 - rebranding and repositioning by, 112–123
 - reporting listening research to, 28–29
 - reputation management by, 124–137
 - sales forecasting by, 189
 - sharing sales predictions within, 190

INDEX

- single-product, 109–110
- social media listening by, 167
- in social media listening's future, 191–192
- social networking policies of, 157
- social TV ratings and, 166–167
- sustainability and, 136–137
- word-of-mouth advertising and, 97, 98
- Company culture, in customer care and satisfaction, 150
- Company protection, monitoring tools for, 19
- Competition
 - in market-share achievement, 179
 - in rethinking media, marketing, and advertising, 221
 - sensing change and, 99–111
 - strategic, 138–146
- Competition analysis, listening and, 3
- Competitive advantage
 - business advantage versus, xi
 - social TV ratings and, 166–167
- Competitor risk, in strategic competition, 145
- Competitors, engaging customers by, 95
- Complaint department, 16
- Complexity
 - in changing research paradigm/ approach, 216–217, 217–218
 - communicating, 218
 - text analysis and, 21
- comScore, searches analyzed by, 37
- Concepts
 - broad/alternative meanings of, 114
 - in private communities, 22
- Concept testing, listening and, 4
- Concerns, in reputation management, 125
- Condiment manufacturer, case study of, 104–106
- Confidence
 - in brands, 189
 - in discovering new customers, 49
 - in sentiment, 28
- Conjoint analysis, in product positioning, 143
- Connection(s)
 - with brands, 154
 - with customers, 157
 - in increasing sales, 98
 - testing, 24
- Connectors, in rethinking media, marketing, and advertising, 224–225, 226
- Consciousness, 196
- Consultants, neo-tribes and, 203
- Consumer backyard, 13, 20, 274
- improving competitiveness via, 104–106
- in EA Sports case study, 134
- ConsumerBase, in Kraft Foods case study, 141
- Consumer Connection Study (CCS), 224
- Consumer excitement
 - generating, 99–100
 - improving competitiveness via, 101–102
- Consumer-generated requirements, designing new products to, 61–65
- Consumer insights
 - mental models and, 233
 - sharing, 190
- Consumer language, in messaging, 71–72
- Consumer-led methods,
 - researcher-led methods versus, 217
- Consumer marketing, effective listening and, ix
- Consumer mind-sets
 - discovering, 37–40
 - revealing, 36–37
 - understanding, 35–46
- Consumer packaged goods (CPG), 69
- Consumer packaged goods companies, 68–69
 - case study of, 114–116, 117, 172, 175
 - in rebranding and repositioning, 113–114
 - using customer language in messaging by, 71–72
- Consumer perception, combining ideas to address, 72–73
- Consumer processing, in rethinking media, marketing, and advertising, 225–226
- Consumer Product Safety Commission, 127–128
- Consumers. *See also* Customer entries
 - category mind-sets of, 40–44
 - in changing research paradigm/ approach, 211–213, 217, 218, 219
 - culture and, 200–202
 - mental models and, 234
 - neo-tribes and, 203
 - in product/service improvement, 76–84
 - reaction to great recession, 38, 39, 40
 - in rethinking media, marketing, and advertising, 224–225
 - in Scrabble case study, 146–147
- Consumer safety, in reputation management, 127–128
- Consumer trials, in increasing sales, 90–93
- Consumption, neo-tribal analytics and, 206
- Contact, 275
- Content, 274
 - keeping fresh/relevant, 78–79
 - in product/service improvement, 76–77
- Content analysis, in product positioning, 26
- Context
 - as affecting conversation, 178
 - in changing research paradigm/ approach, 211–213
 - consumers and, 44–45
 - culture and, 199
 - framing products in, 118–120
 - in listening-based targeting strategies, 175
 - listening for language in, 169, 172–174
 - monitoring tools for understanding, 20
 - in new idea fine tuning, 66–67
 - in rebranding and repositioning, 113, 114, 115–116
 - restriction of, 116–118
- Continuous programs, improving competitiveness via, 100
- Contributions to strategy, 12
- Conventional wisdom, challenging, 47, 189–190
- Conversational listening
 - in listening-based targeting strategies, 174–175
 - making use of, xi
 - methods of, 16
- Conversational marketing, word-of-mouth marketing and, 227, 228
- Conversational voice goals, in market-share achievement, 179
- Conversational-voice share
 - advertising-voice share versus, 177
 - market share versus, 161–162, 176–180
- Conversation analysis, for social TV ratings, 165
- Conversation collection, for social TV ratings, 165
- Conversation levels, in market-share achievement, 179
- Conversation Miner, 253
- Conversation mining, 64
- Conversations, 274. *See also* Dialogues; Social media conversations in achieving market goals, 161–162, 176–180
- in changing research paradigm/ approach, 214, 216–217
- consumer mind-sets and, 36–37
- consumer trials and, 90–91
- creating resonant messages for, 68–75
- culture and, 199, 200–202
- in discovering new customers, 47, 51
- four factors affecting, 177–178

- Conversations (*Continued*)
 - gauging market interest from, 57–59
 - by light purchasers, 53
 - listening and, 1, 2, 7, 194–195
 - in listening-based targeting strategies, 174–175
 - media and marketing and, 220
 - in MINI case study, 95–96
 - in Nestlé case study, 135–136
 - in new idea fine tuning, 66–67
 - in new product co-creation, 61–65
 - offline, 169, 171–172
 - online, 171, 172
 - picking up new signals from, 193–208
 - in product/service improvement, 76–77
 - in rebranding and repositioning, 121–122
 - in reporting research, 28–29
 - reputation management via, 124–137
 - in rethinking media, marketing, and advertising, 221–223
 - for sales forecasting, 181–182
 - in Silk case study, 92–93
 - social media listening and, 59–60, 167
 - in solving problems, 159–160
 - television and, 164
 - in True Citrus case study, 83
 - understanding context of, 20
 - word-of-mouth advertising and, 97
 - word-of-mouth marketing and, 228
- Conversation sources, determining, 9, 12–13, 14, 15
- Conversation top domains, 173
- Converseon, 10, 110, 173–174, 229, 230, 253
- Copyright infringement, in Scrabble case study, 146–147
- Core brand
 - challenges to, 146–147
 - in strategic competition, 139
 - used-desired features in, 79–81
- Core customers, in rebranding and repositioning, 120–122
- Corporate silos, in increasing sales, 88
- Cost advantages, in listening research, 6
- Costco
 - case study of, 177–178
 - share of voice versus share of market for, 176–177
- Cost-efficiency gains, 12
- Costs, in creating resonant messages, 72
- Cotignola, Frank 140
- CoTweet, 240
- Council for Research Excellence (CRE), 225
- Coupons, in food-shopper mind-set, 42–43
- Courage, in discovering new customers, 47
- Course correction, in listening research, 5
- CPG Co.. *See* Consumer packaged goods companies
- Crate & Barrel, case study of, 159–160
- Creating messages, listening and, 4
- Creation, of new products, 55–67
- Creative input, viewer interest and, 167
- Credit-card holders, mind-set of, 36, 37, 40–41
- Cricut, in Provo Craft case study, 107, 108
- Crimson Hexagon, 249
 - in Advil/Tylenol case study, 143–144
- Crispin, Porter + Bogusky, 193, 194
- CRM Metrix, 253–254
 - marketing Hennessy Cognac and, 49–51
- CrowdEye, 240
- Crowdsourcing, 274
- Culture
 - focusing on, 191–192, 199–206
 - gender, multicultural, and LGBT listening and, 170
 - listening and, 194–195
 - management of, 10
 - neo-tribes in, 192, 203–206
 - social media and, 232
- Currency, in source vetting, 14
- Customer care
 - customer satisfaction and, 145–160
 - social-media-based, 148
 - “Customer champions,” in social media, 231–232
- Customer communities, improving competitiveness via, 105
- Customer data, in discovering new customers, 51–52
- Customer dissatisfaction
 - in reputation management, 131–132
 - verifying solutions to problems of, 159–160
- Customer expectations, managing, 157–159
- Customer feedback systems, 16
- Customer impacts, in increasing product loyalty, 110
- Customer innovations, for Twitter, 79–80
- Customer language, using in messages, 71–72
- Customer mind-sets, understanding, 35–46
- Customer passion/advocacy, as affecting conversation, 177–178
- Customer profiling, listening and, 3
- Customer recommendations, for NASCAR, 79, 81
- Customer relationship management (CRM), 16
- monitoring tools for, 19
- Customers
 - behavioral listening and, 169–170
 - care and satisfaction of, 148–160
 - challenging conventional wisdom about, 189–190
 - in changing research paradigm/approach, 207, 215
 - discovering new, 47–54
 - engagement about passions, 95–97
 - in increasing sales, 86–87
 - as influencers and influenced, 97–98
 - in listening-led sales strategy, 88
 - managing expectations of, 157–159
 - media ad marketing and, 220
 - for new products, 56–57
 - online and offline conversations by, 172
 - in product line extension, 107–109
 - product positioning and, 142–144, 144–145
 - in product/service improvement, 76–84
 - reaching, 102
 - in rebranding and repositioning, 112–123
 - relationships to companies, 149
 - in reputation management, 130–131
 - social media listening data and, 190
 - in social media listening’s future, 191–192
 - in strategic competition, 138–146
 - sustainability and, 136–137
 - using Web sites to find, 78
 - want lists from, 61
- Customer satisfaction
 - customer care and, 148–160
 - in increasing sales, 89
 - verifying problem solutions in, 159–160
- Customer service
 - key performance indicators and, 12
 - mental models and, 233, 234
 - monitoring tools for, 19
- Customer service representatives, in managing expectations, 157–159
- Customer support, in customer care and satisfaction, 151
- Cut Red Potatoes, 95
- CyberAlert, 244
- Cycle times, 12

- Cymfony. *See* TNS Cymfony
CyWorld, 16
- DailyRT, 240
Dante's Inferno, 197
Dashboard, 274
Dashboard displays, in monitoring tools, 19
Dashboards, 230
Data. *See also* Information entries
in changing research paradigm/
approach, 207, 208,
211–213, 217–218
competitor risk and, 145
in discovering new customers,
51–52
in increasing sales, 88
in listening research, 6
in market-share achievement,
179
in monitoring tools, 19
in product line extension,
108–109
quality of, 24–25
in reputation management,
128–130
social media listening, 190
in social media listening's
future, 191–192
social TV ratings and, 167
in spreadsheets, 189
in strategic competition, 138
strategies for analyzing,
25–28
timeliness and accuracy of,
184–185
visualizing, 218
Data analysis
in discovering new
customers, 48
in social media listening
programs, 6–7
Data cleaning/cleansing, 274
Data collection, assuring accuracy
of, 25
Data integration, 274
Data quality, in changing research
paradigm/approach, 211–213
Data sources, in reputation
management, 125–126
Data structure, 274
Day traders, 200, 201, 202
Deduction, in changing research
paradigm/approach, 209–210
Deen, Paula, 103
Delicious, as listening solution, 18
Delicious Web site, 274
Dell, 124
case study of, 131–132
IdeaStorm and, 31, 131
Dell, Michael, 131
“Dell Hell” period, 11, 31, 124,
131–132
Demographics. *See also*
Ethnography; Netnography
in changing research paradigm/
approach, 210
culture and, 199
neo-tribes and, 203, 205
in rethinking media, marketing,
and advertising, 221, 225
social media listening
and, 167
Destination Web, in rethinking
media, marketing, and
advertising, 222
Detractors, word-of-mouth
marketing and, 227
Developing messages, listening
and, 4
Development costs, in creating
resonant messages, 72
Dialogues, in rethinking media,
marketing, and advertising,
222. *See also* Conversations
Digg, 16, 274
as listening solution, 18
Digital ethnography, 199, 201.
See also Netnography
in listening research, 6
Digital media, in changing
research paradigm/approach,
211–213
DigitalMR, 254
Digital usage, gender,
multicultural, and LGBT
listening and, 170
Digital video recorders (DVRs), 163
Direct engagement
in customer care and
satisfaction, 150
in sales strategies, 189
Direct-mail recycling, 53–54
DirectToCell, 131
Discovering brand attributes,
listening and, 4
Discovering new customers,
47–54
Discovery, listening and, 194
Discussions, in product/service
improvement, 76–77
Discussion threads, in creating
resonant messages, 72
Disengagement, emotions in, 196
Dissatisfaction, in reputation
management, 131–132.
See also Customer
dissatisfaction
Distribution, in product/service
improvement, 83
Diversity, gender, multicultural,
and LGBT listening and,
170–171
Domain name, 274
Donation, in food-shopper
mind-set, 42
Dove
case study of, 118–120
rebranding and repositioning
by, 113
Dove.com, 119–120
Dove Self-Esteem Fund, 119, 120
Drill-down capabilities, in
monitoring tools, 19
Early market shifts, listening
and, 3
“Earned” media, 223, 224,
225–226
in rethinking media, marketing,
and advertising, 220–221
word-of-mouth marketing and,
227–228
EA Sports, 126. *See also*
Electronic
Arts (EA)
case study of, 133–134
E-business, 231
Ecolytes, 203–204
Econometric modeling, 189
Economizing, in food-shopper
mind-set, 42–44
Economy
questions about, 11
running financial institutions
and, 40–41
Super Bowl commercials and,
196–197
Edelman Digital, 125
Editorial content, in new idea fine
tuning, 66–67
Education, in changing research
paradigm/approach, 217
Eldercare, 45
Elderly persons, caregivers for,
44–45
Electronic Arts (EA), 197. *See also*
EA Sports
in Scrabble case study, 146
Eliaison, Frank, 158, 159
eMarketer, 73–74
Emotion(s)
as affecting conversation, 179
culture and, 199
human behavior and, 196
in increasing sales, 98
language and, 196
in rebranding and repositioning,
116–118
in sales strategies, 189
“Emotional journey,” in food-
shopper mind-set, 43
Empire and Communications
(Innis), 97
End users, in changing research
paradigm/approach, 212
Energy, foods that restore,
60–61
Engagement, 274–275
as affecting conversation, 178
in changing research paradigm/
approach, 216–217
creating resonant messages for,
68–75
culture and, 199
in customer care and
satisfaction, 150, 154–157
of customers about passions,
95–97
in EA Sports case study, 134
emotions in, 196
in Gatorade ads, 74–75

- improving competitiveness via, 100–101, 105
- in increasing sales, 86–87, 95–97
- mental models and, 233, 234
- monitoring tools for, 19
- new product development and, 56
- persuasion versus, 216
- in reputation management, 126, 135–137
- in sales strategies, 189
- word-of-mouth marketing and, 226, 227
- Engelbart, Christina, 43
- Enterprises, 275
 - social media and, 231
- Enterprise value creation, in social media listening, 232–235
- Entity, 275
- Entity analysis, 275
- Entity extraction, 275
- Entrepreneurs
 - in Bacon Salt case study, 57–59
 - new product development and, 55
- Entry, 275
- Environment, listening in, 194–195
- Environmental issues, in reputation management, 135–137
- ePoll, 51
- Esch, Justin, 57, 58
- ESPN, 178, 207–208, 211, 213
 - case study of, 106–107
- ESPN Searches, 238
- Ethics, in customer care and satisfaction, 150, 154–157
- Ethnography. *See also* Demographics; Netnography
 - digital, 199, 201
 - in listening research, 6
- Etiquette, 157
- Evaluating brand attributes, listening and, 4
- Evaluation
 - in listening, 7
 - of listening initiative, 24, 29
 - of social media listening programs, 6–7
 - in strategic competition, 139
- Evans, R. Scott, 15
 - on changing research paradigm/ approach, 208, 213–215
- Event blog, 275
- evolve24, 254
- eWatch, 246
- Excellence, social media and, 232
- Execution, social media and, 231
- Executives, social media and, 231–232
- Expectations, of social media, 230–231
- Experience-driven conversations, in rethinking media, marketing, and advertising, 220
- Exploration tactic, 37
 - to determine consumer mind-sets, 36, 44–45
- Eye tracking, 196
- Facebook, xi, 13, 16, 139, 275
 - in Advil/Tylenol case study, 143
 - in American Telephone and Telegraph case study, 158
 - Costco on, 178
 - culture and, 201
 - customer care and satisfaction via, 148, 150
 - in Dove case study, 118
 - in improving competitiveness, 105
 - as listening solution, 18
 - marketing Hennessy Cognac and, 51
 - media and marketing and, 220
 - in Naked Wines case study, 156, 157
 - in Nestlé case study, 135–136
 - in Old Spice case study, 102
 - in product/service improvement, 77
 - in rethinking media, marketing, and advertising, 222–223
 - in sales forecasting, 183
 - in Scrabble case study, 146
 - television and, 163–164
 - in True Citrus case study, 83
 - Vitaminwater Connect and, 64
 - word-of-mouth marketing and, 227
- Face-to-face meeting, 275
- Fader, Peter, in Scrabble case study, 146
- Fan Council, NASCAR
 - improvements from, 81
- Fan pages, 275
 - in rethinking media, marketing, and advertising, 222–223
- Favorable reviews, 187
- Federal Aviation Administration (FAA), 129
- Feed, 275
- Feedback
 - in changing research paradigm/ approach, 217
 - consumer trials and, 90–91
 - in increasing sales, 86
 - in rethinking media, marketing, and advertising, 224–225
 - in reviews, 186
 - for rollouts, 93–95
- Feedback systems, 16
- Feed reader, 275
- Fiat MIO, 56, 57, 78
 - case study of, 10, 61–64
- Fielding, Richard, on rethinking media, marketing, and advertising, 220, 221–223
- Fielding research, 24–25
- “Field” research, in listening, 7
- Filtering spam, 25
- Filters, 275
 - in monitoring tools, 19
- Financial analysis, in customer care and satisfaction, 150
- Financial institutions, running, 40–41
- Financial issues, questions about, 11
- Financial results, in increasing product loyalty, 110
- Findability, 275
- Findability problem, in Ore-Ida case study, 94, 95
- Fine tuning, of new products, 56–57, 65–67
- Fixed broadband, 173
- Flash drivers, 203
- “Flavor creator” project, 56
- “Flavor creator” tool, 64
- Flexibility, in listening research, 5
- Flickr, 13, 16, 275
- Focus
 - in changing research paradigm/ approach, 210–211
 - on culture, 191–192, 199–206
 - in source vetting, 14
 - text analysis and, 21
- Focus groups
 - listening and, 232–233
 - mental models and, 233
 - in product line extension, 107
 - in product positioning, 143
 - in rethinking media, marketing, and advertising, 226
- Food and Drug Administration (FDA), 144
- Food context, in rebranding and repositioning, 115
- Food donation, in food-shopper mind-set, 42
- Food Network, 103
- Food shoppers, mind-set of, 41–44
- Food trends project, 35–36
- Footprint, of sources, 13, 14
- Foresight, in reputation management, 126–127
- Forest Trust, in Nestlé case study, 136
- Forums, xi, 275
 - media and marketing and, 220
- “Four P’s” (product, price, promotion, place), 26–27
- Frameworks, new product development and, 56
- Framing
 - in listening research, 5, 27
 - in rebranding and repositioning, 113, 118–120
- French Cognac case, 48. *See also* Hennessy Cognac
- Freshness, of Web site content, 78–79
- Friedman, Larry, 179
- Friend, 275
- Friend list, 275
- Full service listening platform vendors, 237, 252–257

- Engagement (*Continued*)
 Full-service vendors
 in listening, 7
 as listening solutions, 17, 23
 Fundamental level
 in product/service improvement, 76–84, 91, 128–130, 133–134, 146–147, 156, 159–160
 in social media listening, 34, 40, 51, 59, 71, 80, 84, 91, 132, 133, 134, 147, 156, 160
 Fusion razor, 26, 69
 case study of, 72–73
 Future
 of biometric research, 197–198, 208–211
 of listening, 216–219
 listening organizations in, 229–235
 of marketing research, 211–213
 of media, marketing, and advertising, 221–223
 mental models and, 233–235
 of social media listening, 191–192
 social media listening to predict, 181–190
 FX network, in Hulu case study, 133
- Gamers, in EA Sports case study, 134
 Gardening, in food-shopper mind-set, 42, 43
 Gatorade, 5, 70, 73, 116
 case study of, 74–75
 Gaylord Hotels, 21
 Gender, in discovering new customers, 51
 Gender listening, 169, 170–171
 General search engines
 as listening solutions, 17, 18
 vendors of, 237–239
 General Sentiment, 244
 Generational differences
 gender, multicultural, and LGBT listening and, 170
 in rebranding and repositioning, 116
 social media listening and, 167
 Generic brand names, problems with retrieving, 20
 Giga Alert, 244
 Gillette, 26, 69
 case study of, 72–73
 Globalization, 135
 Glossary, 273–279
 Goals. *See also* Market goals
 in customer care and satisfaction, 149–151
 in market-share achievement, 179
 of rebranding and repositioning, 112
 social media and, 232
 God Squad, 204
 “Going live,” with listening program, 25
- Golf, case study of, 234–235
 Goodwill, in managing expectations, 157–158
 Google, 12, 17, 240, 275
 as listening solution, 18, 19
 predicting sales and, 182
 in reputation management, 131, 132
 searches analyzed, 38
 television and, 163–164
 Google Alerts, 132, 238
 Google Insight, 38
 Google Insights for Search, 189, 238
 data from, 184
 in Kraft Foods case study, 141–142
 Google services, 238–239
 Google Trends, ix, 38, 39, 238, 239
 data from, 184–185
 Granularity, in rethinking media, marketing, and advertising, 224
 Great recession
 consumer reactions to, 38, 39, 40
 food-shopper mind-set and, 41–44
 running financial institutions during, 40–41
 Super Bowl commercials and, 196–197
 Greenpeace, in Nestle case study, 135–136
 Grimes, Seth, 21
 Groundswell, 275
 Group, 275
 Growth over time, 99–100
 Gruhl, Dan, on using online postings to predict sales, 182
 Gypsy tool, 108
- Hammer, Michael, 231
 Handy, Charles, 211
 Haney, Hank, 235
 Harmon, Butch, 235
 Harrah’s Casino, case study of, 68–69, 70–71
 Harris Interactive, 254–255
 Harty, Jason, 91
 on changing research paradigm/approach, 207
 on social media listening, 65
 Hasbro, 5, 20, 125, 126
 case study of, 127–128
 in Scrabble case study, 146–147
 Hashtag, 275–276
 Hayabusa.org, 52. *See also* Suzuki Hayabusa
 Health context, in rebranding and repositioning, 115
 Heath, Chip, on changing research paradigm/approach, 218
 Heath, Dan, on changing research paradigm/approach, 218
- Helpful reviews, 186, 187
 in sales strategies, 189, 190
 Hennessy Cognac, 5, 12, 48, 49, 101, 171, 193
 case study of, 49–51, 169–170, 174–175
 Hessian, Diane, 159
 Hess, Mike, on rethinking media, marketing, and advertising, 220–221, 223–226
 Hewlett-Packard (HP) Labs, on sales forecasting, 183–184
 Hexagon, 249. *See also* Crimson Hexagon
 High-definition television (HDTV), 178
 High-definition television through broadband, 173–174
 HiS (Hispanic) sites, gender, multicultural, and LGBT listening and, 170
 Historical data, in listening research, 6
 Hitwise, 129
 H.J. Heinz Co., 94, 95
 “Hockey stick” growth, rethinking media, marketing, and advertising and, 221
 Hollywood Stock Exchange (HSX), tweet rate versus, 184
 Home gardens, in food-shopper mind-set, 42, 43
 Home-in tactic, 37
 Home storage solutions, 71–72
 hootsuite 2.0, 240
 Hot button terms, in sales strategies, 189
 Household product, case study of, 145
 HP Labs, on sales forecasting, 183–184
 Hsieh, Tony, 146
 Hulu, 126
 case study of, 133
 Hummer, 195
- IBM
 as listening organization, 229
 on using online postings to predict sales, 182
 IBOPE ZOGBY International, 203
 IceRocket, 241
 Ideas
 combining to address consumer perception, 72–73
 in creating resonant messages, 69
 measuring value of, 56
 in product/service improvement, 77
 IdeaStorm, 31
 Identifying threats to reputation, listening and, 4

- Impact(s)
 - in changing research paradigm/ approach, 210
 - of social media research, 37
- Improvement, of products and services, 76–84
- Inclusive listening, 174
- Industry Leader Forums, 258
- Infegy Social Radar, 245
- Influence
 - challenging conventional wisdom about, 189–190
 - in changing research paradigm/ approach, 213, 214–215
 - in increasing sales, 87
 - in market-share achievement, 179
 - passage of time as diminishing, 188
- “Influencer” programs, 98
- improving competitiveness via, 105
- Influencers, 276
 - influencing, 97–98
 - word-of-mouth marketing and, 227
- Infomercials, improving competitiveness via, 108
- Information. *See also* Data entries
 - in changing research paradigm/ approach, 210, 212, 216, 217
 - mental models and, 234
- Information flow, in rethinking media, marketing, and advertising, 226
- Information overload, in rethinking media, marketing, and advertising, 225–226
- Information processing, 16
- Information technology (IT), listening and, x
- Infrastructure, in American Telephone and Telegraph case study, 158
- Initiatives, 15
 - key performance indicators and, 12
- In-market products, stimulating product trials for, 90–93
- Innerscope Research, Inc., 178, 195–198
- Innis, Harold, 97
- Innovation(s), 55–67
 - in changing research paradigm/ approach, 209–210
 - consumer trials and, 91
 - in line extension, 107–109
 - listening and, 3
 - in listening-led marketing and media, 161–162
 - in listening research, 6
 - in listening solutions, 16–17
 - by NASCAR, 81
 - with Twitter, 79–80
- INS, 179
- Insight(s)
 - in changing research paradigm/ approach, 207, 208, 210, 213–214
 - competitor risk and, 145
 - culture and, 199
 - in customer care and satisfaction, 151
 - deepening, 191–192
 - effective communication of, 218–219
 - on food-shopper mind-set, 43–44
 - improving competitiveness via, 105
 - key performance indicators and, 12
 - in market-share achievement, 179
 - in new product co-creation, 63
 - from new products, 57
 - from Ore-Ida case study, 94–95
 - in product line extension, 108–109
 - in product/service improvement, 77, 84
 - relevancy of, 15
 - in reputation management, 129–130, 133
 - in sensing change to compete in the present, 99–100
 - from Silk case study, 93
 - from social media listening, 32, 35–36
 - in social media listening’s future, 191–192
- Insight integration, in changing research paradigm/approach, 215
- Insight sharing, in increasing sales, 88
- InSites Consulting, 255–256
- Inspiration, in changing research paradigm/approach, 209, 211, 216–219
- Instant messaging (IM), 25, 276
- Institute for the Future, 99
- Integration, in social media, 231
- Interaction, culture and, 199
- Interest-based sites, for gender, multicultural, and LGBT listening, 170–171
- Intermediate level, in social media listening, 34, 44, 51, 52, 61, 64, 72–74, 82, 93, 95, 97, 102, 106, 109, 110, 111, 118, 126, 128, 130, 131, 136, 142, 144, 145, 154, 156, 159
- Intermix, 202
- Internal champions, 10
 - social media and, 231–232
- International Automobile Fair, 62
- Internet. *See also* Net entries; Online entries; Web entries
 - advertising spending on, 74
 - in American Telephone and Telegraph case study, 158
 - culture and, 200–202
 - in increasing product loyalty, 110
 - neo-tribes and, 203–206
 - television on, 163–164
- Internet searches, 37–38
- Internet services, questions about, 11
- Interviews, for sales forecasting, 181
- Investments, social media and, 232
- iPad, in Amazon Kindle case study, 144
- IPA/Nielsen, on share of voice versus share of market, 176–177. *See also* Nielsen entries
- iPhone, 149, 172
 - in American Telephone and Telegraph case study, 158
- iPhone 4, case study of, 130–131
- iPhone 4 arena gate, 18
- Issues
 - in increasing sales, 86
 - in product/service improvement, 77
 - in reputation management, 125, 135–137
 - in social media listening, 59–60
- IT buyers, in increasing sales, 90
- Itracks, 245
- IT-related enterprises, in CDW case study, 89, 90
- It’s Always Sunny in Philadelphia*, 133
- iVillage.com, 69
- J&D Bacon Salt case, 9
- Japanese motorcycle case, 48
- J.D. Power and Associates Web Intelligence, 27, 60, 115, 145, 255
- JetBlue, 31, 150
 - case study of, 12, 151–154, 154–156
- Jive Software, 251
- Jobs, Steve, 130
- Johansen, Bob, 99
- Johnson, William, 95
- Johnston, Morgan, 155
- in JetBlue case study, 151
- Journal of Advertising Research*, 258
- Judgment, listening-based targeting strategies and, 174–175
- Kantar Media Company, 220, 221, 222, 254
- Kanter, Beth, on listening organization, 9–10
- Keller, Ed, 171, 172
- Keller Fay Group, 255–256
 - on share of voice versus share of market, 176
- Keller Fay Talk Track, 178

- Kellogg's, 91
- Keurig, 138
- in Kraft Foods case study, 140–142
- Key, Rob, 173–174
- Key business objectives, via social media listening, 31–34
- Key measures, for listening, 7
- Key performance indicators (KPIs), 7, 9, 12, 15
- in reporting research, 29
- Keywords, in sales strategies, 189
- Kilar, Jason, 133
- Killer insight, in changing research paradigm/approach, 208
- Kindle, 139
- case study of, 144–145
- Kirkland brand, 178. *See also* Costco
- Kit Kat candy bar, in Nestlé case study, 135–136
- “Knit-alongs,” 110, 111
- Knowledge, monopolies of, 97
- Knowledge Center at ARF, great recession and, 38, 39
- Kozinets, Robert V., on netnography, 199, 200–202
- Kraft Foods, 26–27, 37, 76, 100, 138
- case study of, 103–104, 140–142
 - food-shopper mind-set and, 42–44
- Label design, Vitaminwater, 64
- Ladies' Home Journal (LHJ)*, 22
- case study of, 120–122
 - rebranding and repositioning by, 113
- Lang, Kimberly, 95
- Language
- in changing research paradigm/approach, 208, 213, 214
 - in context, 169, 172–174
 - emotions and, 196
 - gender, multicultural, and LGBT listening and, 170
 - in messaging, 71–72
 - in positioning/repositioning, 114–118
 - of rebranding and repositioning, 112
- Language innovation, 25
- Lapsed users
- in creating resonant messages, 69
 - regaining, 48
- Las Vegas, 68, 70
- Lead-and-lag relationships, 189
- Leadbetter, David, 235
- Leadership, in increasing sales, 86, 89
- Lefkow, Dave, 57, 58
- Left Behinds, 205
- Lego, as listening organization, 229
- Letters to the editor, 16
- Lexalytics, 249
- Lexicons, in creating resonant messages, 72
- Lexus automobiles, 172
- LGBT (lesbian, gay, bisexual, transsexual) listening, 169, 170–171
- Lifestreaming, 276
- Lifestreams, 200–202
- Lifestyle(s)
- gender, multicultural, and LGBT listening and, 170
 - social media listening in, 167
- Light purchasers, listening to, 53–54
- Line expansion, improving competitiveness via, 109–110
- Line extensions
- improving competitiveness via, 107–109
 - in product/service improvement, 83
- LinkedIn, 17
- in sales forecasting, 183
 - word-of-mouth marketing and, 228
- Linking, of Web sites, 170
- Lion Brand Yarn, 100
- case study of, 110–111
- Listen-engage cycle, new product development and, 56
- Listeners, centralized, 9
- Listening, ix, x, 276
- in brand backyard, 103–104
 - in changing research paradigm/approach, 209–210
 - choosing where, 13
 - complexity created by, 216–217
 - in consumer backyard, 104–106
 - in creating resonant messages, 68–69
 - culture and, 200–202
 - defined, 1–2
 - as emerging discipline, xi–xii
 - five principles for successful, 10
 - future applications related to, xii
 - gaining business advantage via, xi–xiii
 - in increasing sales, 87–88
 - to light purchasers, 53–54
 - marketing and advertising and, xii
 - media innovations and, xii
 - mental models for, 229–230, 233–235
 - new frontiers in, 191–192
 - principles for, 7
 - privacy and, 13
 - reacting versus, 195
 - in rebranding and repositioning, 112–123
 - reputation management via, 124–137
 - as research technique, xii
 - in rethinking media, marketing, and advertising, 220–228
 - to search engines, 38
 - sensing change via, 99–111
 - to signals, 194–195
 - steps to, xii, 1–8
 - synthesis, simplification, and clarification in, 217–218
 - this book and, xii–xiii
 - timeliness of, xi
- Listening-based sales predictions, 162, 181–190
- Listening-based targeting, 161, 169–175
- behavioral listening in, 169–170
 - emerging strategies for, 174–175
 - gender, multicultural, and LGBT listening in, 169, 170–171
 - language, in-context listening in, 162, 172–174
 - offline conversation listening in, 169, 171–172
- Listening data
- in changing research paradigm/approach, 207
 - social TV ratings and, 167
- Listening initiatives, 7, 15
- evaluating, 24, 29
 - offline conversations in planning, 171–172
- Listening insights
- key performance indicators and, 12
- Listening-led advertising/marketing, 31–34
- Listening-led improvements, 77
- Listening-led marketing, 2
- innovations in, 161–162
- Listening-led media, innovations in, 161–162
- Listening levels, 34, 40–41, 276
- Listening methods, conversational, 16
- Listening organizations, 10
- becoming, 192, 229–235
- Listening-oriented researchers, 15
- Listening platform vendors, 237, 252–257
- as listening solutions, 17, 23
- Listening professionals, in changing research paradigm/approach, 207
- Listening programs, implementing, ix
- Listening requirements
- matching listening platform vendors to, 23
 - matching search engines to, 18–19
- Listening research, 4–5, 6–7.
- See also* Social research
 - benefits of, 5–6
 - characteristics of, 10
 - formulating questions in, 10–11

- Listening research (*Continued*)
 - improving competitiveness via, 105
 - principles for effective, 7
 - in product line extension, 108–109
- Listening solutions, 16–23
 - described, 16–17
 - five types of, 17–23
- Listening team, 10
- Listening technologies, in changing research paradigm/ approach, 216–219
- Listening tools, 7
- Listening vendors, 237, 252–257
- Listening Workshop, ix
- Lists (Twitter product), case study of, 79–81
- Living labs, 22
- Loyalty, improving
 - competitiveness via, 110–111
- Lubricant WD-40, case study of, 109
- Luddites, 204
- Lurker, 276
- Lynn, Michelle, on rethinking media, marketing, and advertising, 220–221, 223–226
- M16, 51
- Machine translation, in changing research paradigm/ approach, 214
- Made to Stick: Why Some Ideas Survive and Others Die* (C. Heath & D. Heath), 218
- Maestro Platform, 254
- Management, sharing sales predictions with, 190
- Managing expectations, 157–159
- Managing reputation, 124–137
- Managing research, 6–7
- Map-and-gap analysis, in strategic competition, 139
- Marci, Carl D., 2, 193
 - on biometric signals, 195–198
 - on emotional engagement, 178
- Marketer-controlled advertising, in rethinking media, marketing, and advertising, 220
- Market goals, achieving a share of, 161–162, 176–180
- Marketing
 - biometric research in, 195–198
 - in changing research paradigm/ approach, 211–213, 216
 - competitor risk and, 145
 - consumer trials and, 91–92
 - effective listening and, ix
 - future of, 220–228
 - improving competitiveness via, 104–106
 - innovations in listening-led, 161–162
 - key performance indicators and, 12
 - listening and, ix, xii, xiii
 - listening-based targeting strategies in, 174
 - listening-led, 2, 31–34, 161–162
 - in product/service improvement, 76–84
 - rethinking, 220–228
 - social media listening in, 167
 - in social media listening’s future, 191–192, 220–228
 - tuning to meet consumer interests, 81–82
 - word-of-mouth, 226–228
 - word-of-mouth advertising and, 97
- Marketing communications, as affecting conversation levels, 178
- Marketing programs, improving competitiveness via, 100
- Marketing research, in changing research paradigm/ approach, 212
- Market interest
 - gauging, 57–59
 - in new products, 55
- Market-mix models, for sales forecasting, 181
- Marketplace analysis, in customer care and satisfaction, 151
- Market research
 - changing paradigm/ approach to, 216–219
 - listening-based sales prediction and, 181–190
 - mental models and, 234
- Market research projects, in social media listening, 232–235
- Markets, mosaic nature of, 37
- Market share
 - conversational-voice share versus, 161–162, 176–180
 - emerging plays for achieving, 179
- Market shifts, listening and, 3
- MarketTools, 251
- Marriott, Lynn, 235
- Mats, Larissa, 43
- Mattel, in Scrabble case study, 146–147
- “MC Battle,” 52
- McDonald, Bob, on social issues, 136–137
- McPike, Shawn, 158
- MD Anderson Cancer Center, 77
 - case study of, 81–82
- Meal planning, in food-shopper mind-set, 42, 43
- Meaning, in rebranding and repositioning, 115
- Measurement
 - in changing research paradigm/ approach, 211–213, 214
 - of online advocacy, 185
 - social media and, 230
- Measures
 - for listening, 7
 - for social television, 161, 163–168
- Media. *See also* Social media entries
 - biometric research and, 198
 - future of, 220–228
 - rethinking, 220–228
 - in social media listening’s future, 191–192, 220–228
 - social ratings for all, 167
- Media buys, social TV ratings and, 167
- Media-content analysis, 16
- Media context, as affecting conversation, 178
- Media innovations, listening and, xii, 161–162
- Media monitoring, 276
 - as listening solution, 17, 19–20
- Media patterns, in increasing product loyalty, 110
- Media placement, in rethinking media, marketing, and advertising, 220, 221, 222–223
- Media planning, social TV ratings and, 166–167
- Media relevance, improving competitiveness and, 105
- Media research, changing research paradigm/ approach in, 213
- Media targeting, social TV ratings and, 166–167
- Media universe, 276
- Meltwater Group, 245
- Memes, 276
 - in changing research paradigm/ approach, 214–215
 - in rethinking media, marketing, and advertising, 223
- Memory, passage of time and, 188
- Men’s Health Month, 82
- Mental barriers, 235
- Mental models
 - five aspects of, 233–234
 - for listening, 229–230, 233–235
 - in social media listening’s future, 192
- Meredith Corporation, 22, 57
 - case study of, 120–122
 - in new idea fine tuning, 65–67
 - rebranding and repositioning by, 113
- Meredith Research Solutions, 66, 208, 216. *See also* Research Services group
- Message board, 276
- Message creation/development, listening and, 4
- Message length, in creating resonant messages, 69
- Messages
 - in changing research paradigm/ approach, 210, 215
 - creating resonant, 68–75

- improving competitiveness
 - via, 105
- in rethinking media, marketing, and advertising, 220–221, 223
- in sales strategies, 189
- social TV ratings and, 166–167
- using customer language in, 71–72
- Message strategy, questions related to, 11
- Messaging
 - for caregivers, 45
 - in MINI case study, 96–97
- Metadata, 276
- Methodology, in changing research paradigm/approach, 213–214, 217
- “Me Time” products, 60
- Microblogging, 276
- Microsoft, 208, 213
 - searches analyzed, 38
- Mind-sets, 57
 - competitor risk and, 145
 - of credit-card holders, 36, 37, 40–41
 - of food shoppers, 42–44
 - listening and, 2–4
 - mental models and, 233
 - in new product co-creation, 63
 - new product ideas from, 59–61
 - questions related to, 11
 - in rebranding and repositioning, 112
 - social media listening in, 167
 - in strategic competition, 139–140
 - understanding consumer, 35–46
- MINI
 - case study of, 95–97, 185
 - increasing sales of, 86–87
- MIO project. *See* Fiat MIO
- Mission Control Center, Gatorade, 74
- Mission Driven, the, 204
- MixingBowl.com, 57, 65–67, 121, 122
- Mobile broadband, 173
- Mobile phone companies, 69
 - case study of, 74
- Mobiles, 204
- Models
 - in market-share achievement, 179
 - search trends and, 184–185
- Modern Mommyhood, 94. *See also* “Mommy blogger” Web sites; Mommy blogs; Motrin Moms
- Modifications, in product/service improvement, 84
- “Mommy blogger” Web sites, 69, 71–72. *See also* Modern Mommyhood
- Mommy blogs, 200, 201, 202
- Monitoring, 5. *See also* Social media monitoring
 - in changing research paradigm/approach, 213–214, 215
 - in creating resonant messages, 68–70, 73–75
- Monitoring tools, 7
 - as listening solution, 19
- Monopolies, of knowledge, 97
- Monthly reports, timeliness and accuracy of, 184
- Moral identity, of caregivers, 45
- Motivation, culture and, 201–202
- MotiveQuest, 95–97, 256
 - online advocacy measures from, 185
- Motrin Moms, 5
- Movies
 - forecasting attendance at, 183–184
 - influence of reviews on, 187–188
- Movie studios, word-of-mouth advertising and, 97–98
- Moyer, Brian, 81
- Mueller, Jon, 73
- Multicultural listening, 169, 170–171
- Multimedia, 276
- Multiple uses, improving competitiveness via, 109–110
- Multiway listening, 234
- Mustafa, Isaiah, 102
- “My Dell Hell,” 11, 31, 124, 131–132
- MySpace, 276
 - in Advil/Tyleno case study, 145
 - in gauging market interest, 58
 - in reputation management, 129
 - in rethinking media, marketing, and advertising, 225
 - television and, 164
- MyStarbucksIdea.com, 56, 61
- Naked Wines, 150
 - case study of, 156, 157
- Napkin Labs, 109
- Narrow questions, 11
- NASCAR, 22, 26, 77, 79
 - case study of, 81
- Nationalism, neo-tribes and, 203
- Naturalistic settings, artificial settings versus, 217
- Natural language processing (NLP), in changing research paradigm/approach, 214
- Near-real-time engagement, in customer care and satisfaction, 151–154
- Near-term future, social media listening to predict, 181–190
- Needs, in product/service improvement, 76, 77
- Need state, in social media listening, 59–60
- Need state analysis, 60–61
- Neely, Dan, 54
 - on listening-based sales prediction, 181
 - on rethinking media, marketing, and advertising, 220, 221–223
- Negative feelings, taking into account, 28
- Negative postings, 27
- Negative reviews, 187
 - challenging conventional wisdom about, 189–190
 - passage of time as diminishing, 188
- Negative sentiment
 - in reputation management, 133–134
 - in sales forecasting, 183–184
- Negative word of mouth, 227
- Neo-tribal analytics, 205–206
- Neo-tribes, 199, 203–206
- Nestlé, 126
 - case study of, 135–136
- NetBase, 245
 - in Kraft Foods case study, 141
- NetBiz, in Dell case study, 131–132
- Netnography, 201–202, 276
 - in changing research paradigm/approach, 210
 - culture and, 199, 200–202
 - in listening research, 6
- Net Promoter Score, 185
- Networked Insights, 53, 54, 181, 220, 221, 222, 249
- Networks, 276
- Network television, 163
- Network television shows, top 20 by social rating, 166
- Neutral feelings, taking into account, 28
- “Never Ending Friending” study, 225
- New Agers, 205
- New customers
 - attracting, 120–122
 - discovering, 47–54
- New formats, in product/service improvement, 83
- New product features, improving competitiveness via, 106–107
- New products, 55–67
 - designing to consumer-generated requirements, 61–65
 - market interest in, 55
 - stimulating product trials for, 90–93
- News reader, 276
- New uses, improving competitiveness via, 102–103
- New York City, 174
- Nielsen, 239–240, 256
 - on share of voice versus share of market, 176, 177
- Nielsen Online, on customer passion/advocacy, 177–178
- Nielsen ratings, social TV ratings versus, 165, 166
- Nifty Thrifty, 94

- Nillsson, Pia, 235
- NM Incite, 256
- Nonconventional users, 48
- Nonverbal information, mental models and, 234
- Nordstrom, 150
- Nouveau Luddites, 204

- Objectives
 - business, 9, 10–11, 31–34
 - for listening, 9, 10–11, 15
 - social media and, 232
- Objectivity, of reviews, 186
- Observation, in changing research paradigm/approach, 209–210
- O'Brien, Tom
 - on brand-name tracking, 20
 - on research via social media listening, 4–5
- Offline, 276
- Offline conversation listening, 169, 171–172
- Offline conversations, word-of-mouth marketing and, 228
- Offline strategies, in market-share achievement, 179
- Ogilvy, 70
- Old Spice, 100, 101
 - case study of, 101–102
- Old Spice Body Wash, 99
- Omniture, 248
- Analytica, 257
- On-demand television, 163
- OneRiot, 241–242
- Online, 276
- Online advocacy, for sales forecasting, 182, 185
- Online behaviors, in changing research paradigm/approach, 215
- Online communities, 274, 276
 - improving competitiveness via, 105
 - as listening solutions, 22–23
- Online conversations/discussions, 172
 - in predicting sales, 182–183
 - word-of-mouth marketing and, 228
- Online engagement, improving competitiveness via, 105
- Online experiences, culture and, 200–202
- Online post volumes, in predicting sales, 182–183
- Online Promoter Score, 96–97, 185
- Online sources, 13
- Online stores, in product/service improvement, 83
- Online strategies, in market-share achievement, 179
- Online television, 163
- Online video, broadcast television versus, 163
- Open-ended conversations, in rethinking media, marketing, and advertising, 220
- Open-mindedness, in changing research paradigm/approach, 211
- Openness, in customer care and satisfaction, 150, 154–157
- Operational issues, in increasing sales, 86
- OpinionLab, 245–246
- Opinion Observer, 244
- Opportunities. *See also* SWOT (strengths, weaknesses, opportunities, threats) analysis
 - in changing research paradigm/approach, 209
 - in creating resonant messages, 69–70
 - exploiting, 74–75
 - finding competitive, 138
 - in listening research, 6
 - in reputation management, 130
- Optimization, in changing research paradigm/approach, 214–215
- Ore-Ida
 - case study of, 94–95
 - increasing sales of, 86
- Organization, for listening, 7, 9–10, 15. *See also* Organizations
- Organizations. *See also* Companies
 - brand-name tracking by, 20
 - in changing research paradigm/approach, 210, 211–213
 - key performance indicators and, 12
 - listening to, 229–235
 - reporting listening research to, 28, 29
 - in reputation management, 127
 - social media listening data and, 190
 - in social media listening's future, 191–192, 229–235
- Orkut, 16
- Out-of-Boxers, 205
- Outreach, monitoring tools for, 19
- Outsourcing, improving competitiveness via, 109–110
- Owned media, 223, 224, 225–226
- Ownership, of social media, 230

- Packaging
 - in Ore-Ida case study, 94
 - in product/service improvement, 83
 - in rebranding and repositioning, 116–118
- Page, 277
- Palm oil, in Nestlé case study, 135–136
- Parents, 120, 121
- Paris Las Vegas hotel, 70
- Participation
 - in changing research paradigm/approach, 217
 - in rethinking media, marketing, and advertising, 222
- Partnerships, in rethinking media, marketing, and advertising, 222
- Passage of time, for product reviews, 188. *See also* Timeliness
- Passenger, 251
- Passion
 - of advocates, 185
 - as affecting conversation, 177–178
 - in increasing sales, 86–87, 95–97
 - in rebranding and repositioning, 116–118
- Penn, Schoen & Berland, on increasing sales, 87
- People, listening to, xi, 1–2, 2–4
- People-centricity, listening and, x
- People-led rebranding/repositioning, 112–123
- People's Network, 226–228, 277
- People's positioning, in strategic competition, 139
- “People's words,” expressing positioning in, 114–118
- People targeting/segmentation, listening and, 3
- PepsiCo, 75, 116
- Perception, combining ideas to address, 72–73
- Perception of quality, reviews and, 187
- Perceptual mapping, in product positioning, 143
- Performance, key performance indicators and, 12
- Permission, in customer care and satisfaction, 150
- Persistent search, 277. *See also* Standing search
- Personal cars, creating, 61–64
- Personal influence, in increasing sales, 87
- Personalization, in increasing sales, 87–88
- Personalized TV programming, 163
- Personas, in creating resonant messages, 72
- Persuasion, engagement versus, 216
- Philadelphia (Philly) Cream Cheese, case study of, 103–104
- Photo sharing, 16
- Phrase, 277
- Pivotal insights, in sensing change to compete in the present, 99–100
- PlaneBuzz blog, 129

- Planning
 of data analysis, 26
 in market-share achievement, 179
 social media and, 230
 of social media listening programs, 6–7
 social TV ratings and, 166–167
 Plummer, Joe, 44, 199
 on neo-tribes, 203–206
 Podcast, 277
 Polarity of sentiment, in sales forecasting, 183–184
 Politics, neo-tribes and, 203–204
 Polling data, neo-tribal analytics and, 206
 Popularity
 in product/service improvement, 77
 social TV ratings to measure, 165
 Portland radio station, case study of, 156
 Positioning, 112. *See also* Product positioning; Repositioning
 expressing in “people’s words,” 114–118
 finding ways to improve, 26
 in reputation management, 125
 in strategic competition, 139, 142–144
 Positive feelings, taking into account, 28
 Positive postings, 27
 Positive reviews, 187
 Positive sentiment, in sales forecasting, 183–184
 Positive word of mouth, 227
 Postings, analyzing positive and negative, 27
 Postman, Joel, in JetBlue case study, 154–156
 Post volumes, for sales forecasting, 182–183
 Pottery Barn Furniture, 171
 Power reviewers, 187
 Predicting business outcomes, 21, 162, 181–190
 Predicting sales, listening and, 3
 Prediction-led strategy, 162, 181–190
 Predictions, sharing, 190
 Predictive models, in market-share achievement, 179
 Preferences, in product/service improvement, 76
 Preparedness, in reputation management, 126–127
 Presence, improving competitiveness via, 105
 Presentations, in reporting research, 28–29
 Pretest forms, in Ore-Ida case study, 94
 Pretzel Crisps
 case study of, 91
 increasing sales of, 87–88
 Price, finding ways to improve, 26
 Privacy, listening and, 13
 Privacy settings, 277
 Private communities. *See also* Private online community
 in CDW case study, 88–90
 as listening solutions, 17, 22–23
 in product improvement, 26
 Private online community
 vendors, 250–252
 Private online community, 277
 PR Newswire eWatch, 246
 Proactiveness, in reputation management, 127
 Problem detection, listening and, 3
 Processing routines, performance of, 25
 Procter & Gamble (P&G), 72, 73, 77
 in case study, 78–79
 in Old Spice case study, 101–102
 social issues and, 136–137
 Product awareness, reviews and, 187
 Product categories
 for caregivers, 45
 in increasing sales, 87
 in listening-based sales prediction, 181
 Product-centered strategy, in increasing sales, 85–86
 Product coverage, by reviews, 187
 Product features
 improving competitiveness via, 106–107
 reviews of, 188
 Product issues, in increasing sales, 86
 Product line extensions, improving competitiveness via, 107–109
 Product loyalty, improving competitiveness via, 110–111
 Product modifications, in product/service improvement, 84
 Product needs, for caregivers, 45
 Product positioning
 customer versus company, 144–145
 described, 142–143
 in strategic competition, 142–144, 144–145
 Product reviews, in sales forecasting, 182, 186–188
 Product rollouts, in increasing sales, 86
 Products
 championing new uses of, 102–103
 finding ways to improve, 26
 improving, 76–84
 increasing sales of, 85–99
 matching sales prediction approaches to, 188–189
 new, 55–67
 rebranding and repositioning, 112–123
 rollouts of, 93–95
 stimulating product trials for, 90–93
 Product safety, in reputation management, 127–128
 Product threats, in reputation management, 127–128
 Profile, 277
 Profile analysis, new product development and, 55
 Profiling, listening and, 3
 Profit, in running financial institutions, 40–41
 Profitability enhancement, 12
 Program creators, for television, 164
 Programs, social TV ratings of, 165–166
 Project focus, text analysis and, 21
 Projects, in changing research paradigm/approach, 210–211
 Promotion, improving competitiveness in, 103–104
 Promotion programs, improving competitiveness via, 100
 Proof of purchase, 159–160
 Properties, 277
 in rethinking media, marketing, and advertising, 221
 Proper, Julie, 107
 Prospects
 behavioral listening and, 169–170
 online and offline conversations by, 172
 social media listening data and, 190
 using Web sites to find, 78
 Prostate Cancer Awareness Month, 82
 Provo Craft, 100
 case study of, 107–109
 Psychographic profiling, 205
 Public relations (PR)
 in changing research paradigm/approach, 215
 key performance indicators and, 12
 monitoring tools for, 19
 reputation management in, 124
 Pulse Rank, 242
 “Push” mentality, in rethinking media, marketing, and advertising, 222
 Quality
 in changing research paradigm/approach, 217
 of research data, 24–25
 reviews and product, 187
 Quality research, in changing research paradigm/approach, 211
 Quality reviews, 187

- Quantification, in rethinking media, marketing, and advertising, 224–225
- Queries, predicting sales and, 182
- Questions
 - broad, 11
 - in listening research, 6, 10–11, 26–27
 - narrow, 11
- Questus, 51–52

- Rabinowitz, Ilana, 110
- Rabjohns, David
 - on brand-name tacking, 20
 - on research via social media listening, 4–5
- Racing fans, NASCAR improvements from, 81
- Radian6, 246
- Raffaele, Dave, in JetBlue case study, 152–153, 154
- Ranking, predicting sales and, 182
- Rappaport, Stephen D., x
 - on listening organizations, 229, 232–235
- Rasmussen, Bill, 106
- Ratings
 - challenging conventional wisdom about, 189–190
 - for television, 164–166, 166–167
- Ratings forecasts, social TV, 167
- Ratings systems, 16
- Rational messaging, in sales strategies, 189
- Reacting, listening versus, 195
- Readers, influence of reviews on, 186
- RealNetworks, in Scrabble case study, 146
- Real-time conversation
 - harvesting, sensing change via, 99–111
- Real-time dashboards, in reporting research, 28
- Real-time feedback
 - in increasing sales, 86
 - for rollouts, 93–95
- Realtime rankings, 242
- Real-time search, 277
- Real-time search engines
 - as listening solutions, 17, 18
 - vendors of, 239–242
- “Real time” Web sites, 241–242
- Real Women of Philadelphia, 103, 104
- Real Women Talking, 57, 66, 67, 121–122
- Rebranding
 - failure of, 116–118
 - of products and services, 112–123
 - questions in, 11
- Recession-relevant terms, analyzing searches for, 38, 39, 40
- Recipe communities, improving competitiveness via, 105
- Recipe development, 103, 105
- Recognition, in product/service improvement, 77
- Recommendations, for NASCAR, 79, 81
- Reconceptualization, to compete better, 99–100
- Referrals, in improving competitiveness, 105–106
- Registration, 277
- Relationship context, in rebranding and repositioning, 115
- Relationships
 - building, 218
 - in changing research paradigm/approach, 208, 217
 - between company and customer, 149
 - culture and, 200–202
 - in increasing sales, 85–86, 89, 98
 - lead-and-lag, 189
 - in listening, 2
 - between market share and share of conversational voice, 161–162, 176–180
 - in reputation management, 126
 - in rethinking media, marketing, and advertising, 222
 - with brands, 154
- Relevance
 - improving competitiveness and, 105
 - in rebranding and repositioning, 113
 - of Web site content, 78–79
- Repeat business, in increasing sales, 89
- Reporting
 - analysis and, 24, 25–29
 - in listening, 7
 - monitoring tools for, 20
 - in social TV ratings, 165
- Repositioning, of products and services, 112–123
- Representativeness, in changing research paradigm/approach, 215
- Representatives, in managing expectations, 157–159
- Reputation, questions related to, 11
- Reputation management, 124–137
 - monitoring tools for, 19–20
- Reputation-threat identification, listening and, 4
- Research. *See also* Listening research; Social media research; Social research
 - biometric, 195–198
 - fielding, 24–25
 - formulating questions in, 10–11
 - managing, 6–7
 - neo-tribal analytics in, 205–206
 - quality of, 24–25
 - in rebranding and repositioning, 114, 115–116
 - social media listening in, 2–3, 3–4, 4–5, 7
- Research and development (R&D)
 - key performance indicators and, 12
 - listening and, 3
- Research content, harvesting correctly, 24
- Researcher-led methods, consumer-led methods versus, 217
- Researchers, neo-tribes and, 203
- Research paradigm, in social media listening’s future, 191–192, 207–219
- Research professionals, in changing research paradigm/approach, 210–211
- Research Services group, 121. *See also* Meredith entries
- Research subjects, determining, 9, 12
- Reseller businesses, in CDW case study, 89
- Respect, in customer care and satisfaction, 150, 154–157
- Responses
 - in reputation management, 126
 - in strategic competition, 139–140
- Response times, 12
- Results, converting potential into meaningful, 35–36
- Retailers
 - in increasing sales, 86
 - reviewer characteristics and, 187
- Rethink Convention + Expo, 258
- Rethinking, in social media listening’s future, 191–192, 220–228
- Returned purchases, solving problems with, 159–160
- Return on investment (ROI), in changing research paradigm/approach, 211
- Retweets, case study of, 79–80
- Reviewers, characteristics of, 187
- Reviews
 - challenging conventional wisdom about, 189–190
 - helpful, 186, 187, 189, 190
 - product coverage by, 187
 - in rethinking media, marketing, and advertising, 224
 - in sales forecasting, 182, 186–188
 - unfavorable, 187
- Review sites, xi
 - media and marketing and, 220
- RightNow, 251

INDEX

297

- Ripple6, 67, 251
- “Ripple effect,” in rethinking media, marketing, and advertising, 220, 221–223
- Risk, in strategic competition, 145
- Roberts, Brian, 158–159
- Rolfe, Denise, 107
- Rollouts
 - consumer trials and, 91–92
 - real-time feedback for, 93–95
- Rosenblum, Jeff, 52
- Roth, Tom, 171
- RSS (Really Simple Syndication), 277
- RTL Nederland, 167
- Rubel, Steve, 125
- Rule Breakers, 204
- Running, of social media listening programs, 6–7
- Safety, in reputation management, 127–128
- Sales
 - emerging plays to predict changes in, 188–190
 - finding ways to increase, 26–27, 85–99
 - key performance indicators and, 12
 - searching out, 102
- Sales Academy, CDW, 90
- Sales drivers, listening and, 3
- Sales forecasters, 181–182
- Sales managers, in increasing sales, 90
- Salespeople, in increasing sales, 85–86
- Sales predictions
 - leverage of, 189
 - listening and, 3
 - listening-based, 162, 181–190
 - sharing, 190
- Sales ranking, predicting sales and, 182
- Sales tactics, in increasing sales, 87–88
- Sample sizes, in listening research, 6
- Samsung, 178
 - case study of, 185
- “Sandwich generation,” 44
- “Sandwich situation” research, 37, 45, 169
- SAP Business Objects Text Analysis, 249
- SAS Institute, 250
- SAS Text Miner, 250
- Satisfaction. *See* Customer dissatisfaction; Customer satisfaction
- Scalability, of word-of-mouth broadcasting, 226–228
- Scalable technologies, in changing research paradigm/approach, 213
- Scale, in customer care and satisfaction, 150
- Scheduling, as affecting conversation, 178
- Schlack, Julie Wittes, on insight relevancy, 15
- Schulich School of Business, 200
- Scoopler, 242
- Scope, in social media listening, 59
- Scoring, of sentiment, 28
- Scott, Dagny, 171, 193
 - on listening to signals, 194–195
- Scout Labs, 246
- Scrabble, 139–140, 145
 - case study of, 146–147
- Scrabble Beta, 146
- Scrabble Worldwide, 146
- Scrabblists, in Scrabble case study, 146–147
- Scrabulous, in Scrabble case study, 146–147
- Search analysis, in sales improvement, 26–27
- Search data, in spreadsheets, 189
- Search engine listening, 38
- Search engines
 - as listening solution, 17–19
 - in sales strategies, 189
 - vendors of, 237–242
- Searches, Internet, 37–38
- Search listening, 40
- Search queries
 - analysis of, 38
 - predicting sales and, 182
- Search tactic, 37
- Search tools, 7
- Search trends, for sales forecasting, 182, 184–185
- Seasonal eating/shopping
 - in food-shopper mind-set, 42, 43
- Secular Idolaters, 204
- Segmentation
 - in listening-based targeting strategies, 175
 - in rebranding and repositioning, 115, 116
 - in rethinking media, marketing, and advertising, 224–225, 225–226
 - in social media listening, 59
- Segmenting people, listening and, 3
- Self-esteem, in Dove case study, 119
- Self-identity, tribes in, 205
- Self-serve solutions, monitoring tools in, 20
- Self-service, 277
- Selling periods, 178
- Senior management, sharing sales predictions with, 190
- Sentiment
 - challenging conventional wisdom about, 189–190
 - in changing research paradigm/ approach, 213, 214, 215
 - increasing confidence in, 28
 - managing negative, 133–134
 - in MINI case study, 95–96
 - in product reviews, 187–188
 - in sales forecasting, 183–184
- Sentiment360, 247
- Sentiment analysis, 277
- Sentiment engine, 28
- Service interruptions, 129
- Service needs, for caregivers, 45
- Service-oriented strategy, in increasing sales, 85–86
- Service providers, 16
- Services
 - improving, 76–84
 - increasing sales of, 85–99
 - rebranding and repositioning, 112–123
 - social-media-powered listening, 146
- Sharing, 277
- Sharing insights, in increasing sales, 88
- SheSpeaks, 94, 252
- Shipping, solving problems with, 159–160
- Shopping, social research and, 5
- Short-term listening
 - improving competitiveness via, 100
 - predicting sales via, 181–190
- Signals
 - in listening, 1, 2
 - listening to new, 191, 193–198
- Silent Spring* (Carson), 135
- Silk soy beverage
 - case study of, 92–93
 - increasing sales of, 86, 88
- Simplification, in changing research paradigm/approach, 217–218
- Sinclair, Upton, 194
- Single-product companies, 109–110
- Skills
 - in changing research paradigm/ approach, 211
 - text analysis and, 22
- Sociability, 18
- Social action, 277
- Social bookmarking, 277
- Social bookmarks, 16
 - as listening solution, 18
- Social business platforms, 67
- Social channels, media and marketing and, 220
- Social CRM, monitoring tools for, 19. *See also* Customer relationship management (CRM)
- Social graph, 277
- Social graph data, in rethinking media, marketing, and advertising, 222
- Social issues, in reputation management, 135–137

- Social life, television in, 164
- Social listening, in rethinking media, marketing, and advertising, 223–226
- Social media, 277
 - in American Telephone and Telegraph case study, 158
 - in changing research paradigm/ approach, 210, 213–215
 - in Comcast case study, 158–159
 - consumer trials and, 91
 - culture and, 199
 - in increasing sales, 87–88
 - innovations in listening-led, 161–162
 - in managing expectations, 157–159
 - in new product co-creation, 61–65
 - organizing for success with, 230–232
 - problems with, 230–231
 - reputation management via, 124–137
 - in rethinking media, marketing, and advertising, 221, 223–226
 - searching for resonant topics, 70–71
 - tracking buzz in, 97–98
 - in verifying solutions to problems, 159–160
 - word-of-mouth advertising and, 97
 - word-of-mouth marketing and, 226–228
- Social media analysis
 - in changing research paradigm/ approach, 208, 213–215
 - in rebranding and repositioning, 112–114
- Social media audits, improving competitiveness via, 104
- Social media center of excellence, 10
- Social media conversations
 - advertising versus, 176, 177
 - listening to, 2, 3, 4
 - media and marketing and, 220
 - in MINI case study, 95–96
 - for sales forecasting, 181–182
- Social media data, in market-share achievement, 179
- Social-media-enhanced models, in market-share achievement, 179
- Social media KPIs, 12, 29. *See also* Key performance indicators (KPIs)
- Social media listening, 232–235, 277
 - in advertising and marketing, 31–34
 - in changing research paradigm/ approach, 208
 - characteristics of less successful, 33
 - characteristics of most successful, 32
 - competitor risk and, 145
 - in creating resonant messages, 68–75
 - credit-card holders and, 40–41
 - customer care and satisfaction via, 148–160
 - discovering new customers via, 47–54
 - food-shopper mind-set and, 41–44
 - improving competitiveness via, 109–110
 - in increasing sales, 85–99
 - in market-share achievement, 179
 - measurement of, 161, 163–168
 - mental models for, 229–230, 233–235
 - new frontiers in, 191–192
 - in new idea fine tuning, 65–67
 - in new product co-creation, 65
 - new product development and, 55–67
 - in Old Spice case study, 102
 - in product/service improvement, 76–84
 - in rebranding and repositioning, 112–114
 - in reputation management, 127
 - research using, 4–5, 7
 - in sensing change to compete in the present, 97–111
 - in strategic competition, 138–146
 - strategy for, 35–46
 - for understanding consumer mind-sets, 59–61
- Social media listening data, 190
- Social media listening metrics, 277
- Social media listening research, 7
- Social media marketing
 - improving competitiveness via, 100–101
 - in product line extension, 108–109
 - word-of-mouth marketing and, 227, 228
- Social Media Marketing Group, 228
- Social media metrics
 - in improving competitiveness, 105–106
 - in marketing Suzuki Hayabusa motorcycle, 52
 - in product line extension, 108–109
- Social media monitoring, 4–5, 6
 - in changing research paradigm/ approach, 213–214, 215
 - in creating resonant messages, 73–75
 - in customer care and satisfaction, 151–154, 156, 157, 158–159, 159–160
 - in discovering new customers, 64
 - in gauging market interest, 57–59
 - in generating consumer excitement, 101–102
 - improving competitiveness via, 103–104, 104–106
 - in increasing sales, 91, 94–95
 - as listening solution, 17, 19–20
 - primary role of, 19–20
 - in product/service improvement, 78–79, 82–84
 - in reputation management, 127–128, 128–130, 131–132, 133–134, 135–136
 - in sales improvement, 26–27
 - in strategic competition, 140–142, 144–145, 146–147
 - vendors for, 237, 242–250
- Social media monitoring tools, 17
- Social media networks, in product line extension, 108–109
- Social media profiles, 57
 - in Bacon Salt case study, 57–59
- Social media research
 - changing paradigm/approach in, 207–219
 - encouraging, 37
 - impacts of, 37
 - in increasing sales, 94–95, 95–97
 - key performance indicators and, 12
- Social media sources, in reputation management, 128–130
- Social media support, in customer care and satisfaction, 150
- Social Mention, 242
- Social monitoring, 278. *See also* Social media monitoring
- Social networking, 278
 - policies for, 157
- Social networks, 16, 278
 - consumer trials and, 91–92
 - in conversation footprint, 14
 - in customer care and satisfaction, 150
 - customer dissatisfaction on, 131–132
 - in gauging market interest, 58
 - as listening solution, 18
 - in Nestlé case study, 135–136
 - in rethinking media, marketing, and advertising, 220–221, 223–226
 - in sales forecasting, 183
- Social news, 278
- Social Radar, 245
- Social research, 4–7, 278
 - on caregivers, 44–45
 - in creating resonant messages, 70–71, 72–73

- on credit-card holders, 40–41
- in discovering new customers, 49–51, 53–54, 59–61, 61–64, 65–67
- on food-shoppers, 42–44
- improving competitiveness via, 103–104, 106–107, 107–109
- increasing product loyalty via, 110–111
- in increasing sales, 88–90, 92–93, 97–98
- in product positioning, 142–144
- in product/service improvement, 81
- in rebranding and repositioning, 114–116, 116–118, 118–120, 120–122
- “Social sampling”
 - consumer trials and, 91, 92
 - in increasing sales, 87–88
- “Social service” movement, traditional customer service and, 149
- Social sites, 278
- Social television, measurement of, 161, 163–168
- Social TV ratings, 164–166
 - conversation collection/analysis for, 165
 - digital media and, 164–165
 - emerging plays for, 166–167
 - history of, 163–164
 - reporting in, 165
 - source selection for, 165
 - traditional ratings versus, 165
- Social Web, in rethinking media, marketing, and advertising, 222
- Societal shifts, 44
- Software
 - assuring accuracy of, 25
 - consumer backyard and, 13
 - in listening research, 6
- Software as a Service (SaaS), 278
- Software companies, for text analytics, 20–21
- Sony, 178
 - case study of, 185
- Sources, footprint of, 13, 14
- Source selection
 - for listening, 12, 14
 - for social TV ratings, 165
- Southwest Airlines, 171
- Spam, filtering, 25
- Spectators, in rethinking media, marketing, and advertising, 224–225, 226
- Spiders, 13
- Sponsorship, in new idea fine tuning, 66–67
- SportsNation, case study of, 106–107
- Spreadsheets, search data in, 189
- Springer, Don, on credit-card holders, 41
- Sprint Cup Series, 81
- “Squeeze” campaign, 116–118
- Staffing, of social media, 231
- Staff resources, text analysis and, 22
- Stakeholders
 - in changing research paradigm/ approach, 208
 - mental models and, 234
 - in reputation management, 126
- Standards, in changing research paradigm/ approach, 217
- Standing search, 278. *See also* Persistent search
- Starbucks, 31
- Status, 278
- Status updates, 278
 - for sales forecasting, 182, 183–184
- Steam n’ Mash
 - case study of, 94–95
 - increasing sales of, 86, 88
- Stereotypes, neo-tribal analytics and, 206
- Stereotyping, mental models and, 233
- Stew Leonard’s, 61, 91
- Sthanunathan, Stan
 - on changing research paradigm/ approach, 207, 208–211
 - on consumer co-creation, 61
 - on listening research, 10, 29, 36
- Stimulating trials, 90–93
- Stone, Biz, 80
- Stories, in changing research paradigm/ approach, 208
- Storytellers, in changing research paradigm/ approach, 218
- Storytelling
 - marketing Hennessy Cognac and, 49–51
 - in reporting research, 29
- Strategy (strategies)
 - in changing research paradigm/ approach, 210–211, 212
 - for listening-based targeting, 174–175
 - in market-share achievement, 179
 - prediction-led, 162, 181–190
 - in rethinking media, marketing, and advertising, 221
 - social media and, 230
 - for social media listening, 35–46
 - social TV ratings and, 166–167
- Strengths, in strategic competition, 140–142. *See also* SWOT (strengths, weaknesses, opportunities, threats) analysis
- Subaru, 171
- Subjectivity
 - of reviews, 186
 - in text mining for product features, 188
- Subscribing, 278
- Subtopics, 278
- Suggestion boxes, 61
 - online and offline conversations and, 172
- Suggestions, in new idea fine tuning, 66–67
- Sullivan, Monica, 70–71
- Super Bowl commercials, 178
 - case study of, 196–197
- Superficiality, of social media, 230
- Super-reviews, on Amazon, 187
- Support, in customer care and satisfaction, 150, 151
- Supporting evidence, in listening research, 27
- Surfing, neo-tribal analytics and, 206
- Survey responses, 38
- Surveys
 - in addressing consumer perception, 72–73
 - in changing research paradigm/ approach, 212, 214
 - marketing Hennessy Cognac and, 30
 - online and offline conversations and, 172
 - in product positioning, 143
 - psychographic, 205
 - for sales forecasting, 181
 - social media listening versus, 48
- Sustainability, as social issue, 136–137
- Suzuki Hayabusa, 5, 12, 101, 193
 - case study of, 51–52, 169–170, 174–175
- “Sweeteners,” in increasing sales, 90
- SWOT (strengths, weaknesses, opportunities, threats) analysis, 138
- Synchronicity, in product/service improvement, 84
- Synovate, on food-shopper mind-set, 42
- Synthesis, in changing research paradigm/ approach, 209–210, 216–219
- Sysomos, 247
- Tag cloud, 278
- Tagging, 278
- Taglines, in product/service improvement, 83
- Tags, 278
- Tampax, 79
- Targeting
 - listening-based, 161, 169–175
 - social TV ratings and, 166–167
- Targeting insights, 173
- Targeting people, listening and, 3
- Target market analysis, improving competitiveness via, 104
- Tassimo pod coffee maker, 26–27, 138
 - case study of, 18, 140–142
- Teams, listening, 10
- Techies, 203

- Technology
 - in changing research paradigm/ approach, 211, 216–219
 - word-of-mouth marketing and, 226–228
- Technorati, 240
 - as listening solution, 18
- Technorati authority, 278
- Techrigy SM2, 242
- Teenagers, 201, 202
- Television (TV). *See also* TV show ratings
 - advertising spending in, 74
 - in creating resonant messages, 68–70
 - in ESPN case study, 106–107
 - measurement of social, 161, 163–168
 - social research and, 5
- Television programming, listening and, 4
- Temis Lucid, 250
- Teragram, 250
- Terms, 278
- Texada, Jennifer, 82
- Text analysis, vendors for, 237, 247–250
- Text analytics, 38, 278. *See also* Text analytic tools
 - in changing research paradigm/ approach, 214
 - in price improvement, 26
- Text analytic services, 21
- Text analytic software, 97
- Text analytic tools, 7. *See also* Text analytics
 - as listening solutions, 17, 20–22
- Texting, 25
- Text mining, 188–189
 - for product features, 188
- Themes, 278
- Third parties, in increasing sales, 90
- Thought leadership, in increasing sales, 89
- Threads, 278
 - in creating resonant messages, 71–72
- Threats. *See* SWOT (strengths, weaknesses, opportunities, threats) analysis
- Threats to reputation, listening and, 4
- Tiger Woods PGA Tour, in EA Sports case study, 133–134
- Time allocation, in rethinking media, marketing, and advertising, 221
- Timeliness. *See also* Passage of time
 - of data, 184–185
 - in social media listening’s future, 191–192
- Titelman, Ethan, on increasing sales, 87
- TNS Cymfony, 178, 225, 254
 - on food-shopper mind-set, 41, 42
 - in reputation management, 128
 - on share of voice versus share of market, 176
- Tobaccowala, Rishad, 69
 - on consumer perception, 72
 - on rethinking media, marketing, and advertising, 221, 226–228
- Topicality, in source vetting, 14
- Topics, 278
 - in private communities, 22–23
 - for resonant messages, 70–71
 - in social media listening, 59
- Top reviewers, 187
- Topsy, 241
- Trackback, 278
- Trade-off analysis, in product positioning, 143
- Traditional customer service “social service” movement and, 149
 - supplementing with social-media-listening customer service, 149–151
- Training
 - in social media, 231
 - word-of-mouth marketing and, 227
- Transactional analytics, in changing research paradigm/ approach, 211–213
- Transparency
 - in customer care and satisfaction, 150, 154–157
 - customer dissatisfaction and, 132
 - of suggestion boxes, 61
- Travelers, customer care and satisfaction for, 151–154
- Travelocity.com, 171
- Trek Light Gear, 109
- Trek Light Hammocks, 99–100
 - case study of, 109–110
- Trending words/phrases, consumer mind-sets and, 36. *See also* Search trends
- Trendrr, 247
- Trends, in changing research paradigm/approach, 213–215
- Trend Tool, 241
- Triangulation, in listening research, 27
- Tribal analytics, 205–206
- Tribes, 203. *See also* Neo-tribes
- TripAdvisor.com, 68–69, 70
- Trolls, 278
- Tropicana Pure Premium Orange Juice
 - case study of, 114, 116–118
 - rebranding and repositioning by, 113–114
- True Citrus, 77, 82
 - case study of, 82–84
- True Lemon powder, 82, 83
- True Lime powder, 82, 83
 - True Orange powder, 83
- Tuning, of marketing to consumer interests, 81–82. *See also* Fine tuning
- TV show ratings, influence of reviews on, 186. *See also* Television entries
- Tweetmeme, 241
- Tweet rate, in sales forecasting, 183–184
- Tweets, 278
 - in JetBlue case study, 151–153, 154–156
 - for sales forecasting, 182, 183–184
- Twitter, xi, 13, 16, 195, 279
 - African-Americans on, 48
 - in American Telephone and Telegraph case study, 158
 - case study of, 79–80
 - in Comcast case study, 158–159
 - consumer trials and, 91
 - customer care and satisfaction via, 148
 - Fier MIO project and, 62, 63
 - hashtags on, 275–276
 - in improving competitiveness, 105
 - in JetBlue case study, 151–153, 154–156
 - as listening solution, 18
 - in MD Anderson Cancer Center case study, 82
 - media and marketing and, 220
 - in Old Spice case study, 102
 - in product/service improvement, 77
 - in sales forecasting, 183–184
 - television and, 163–164
 - in True Citrus case study, 83
 - word-of-mouth marketing and, 227
- Twitter-centric services, vendors of, 240–241
- Twitter Search, 241
- Twitter Venn, in Kraft Foods case study, 141–142
- Twitterverse, 279
- Twittorati, 240
- Two-way company-customer listening, 234
- Tylenol, 21, 26, 139
 - case study of, 143–144
- “Tyranny of the installed market research base,” x
- Unconscious, the, 196, 197
- Unfavorable reviews, 187
 - passage of time as diminishing, 188
- Unilever, 120
- United Kingdom, advertising campaign in, 74
- United States. *See also* African-Americans; American entries; Asian-Americans
 - advertising spending in, 73–75

- in Kraft Foods case study, 141–142
 - Scrabble in, 146
 - social networking in, 223
 - television viewing in, 163
 - Updates, 279
 - Uploads, 279
 - Urban cultures, 174
 - URL (*Uniform Resource Locator*), 279
 - Used-desired features, in core brand, 79–81
 - User forums, in EA Sports case study, 133–134
 - User-generated content (UGC), 279

 - Validation, in changing research paradigm/approach, 215
 - Vallele, Julie, 127–128
 - Value creation, in social media listening, 232–235
 - Varian, Hal, 184–185
 - Vendor profiles, 237–257
 - Vendors, see Appendix
 - Vendor tools, 7
 - Verbal information, mental models and, 234
 - Vernacular, 25
 - Vetting of sources, 13, 14, 15
 - Videoblog, 279
 - “Video Consumer Mapping” study, 225
 - Video games, 197
 - in EA Sports case study, 133–134
 - Videos
 - in EA Sports case study, 133–134
 - improving competitiveness in, 104
 - in Nestlé case study, 135–136
 - in Old Spice case study, 162
 - Video sharing, 16
 - Video streaming, 135
 - Viewer interest, creative input and, 167
 - Visible Technologies, 257
 - Vision 54 program, 235
 - Vision Council, NASCAR improvements from, 81
 - Vision Critical, 252
 - Visualization, in changing research paradigm/approach, 208, 218
 - Vitaminwater Connect, 207f
 - case study of, 10, 64–65
 - VivaKi, 69, 221, 226
 - Vlog, 279
 - Voices. *See also* Buzz
 - in achieving market goals, 161–162, 176–180
 - determining, 9, 12, 14–15
 - in discovering new customers, 51
 - hearing changes in, 48
 - improving competitiveness via, 109–110
 - in market-share achievement, 179
 - in rebranding and repositioning, 113
 - in reputation management, 125, 128, 130–131
 - word-of-mouth marketing and, 227
- VUCA (volatility, uncertainty, chaos, ambiguity) world, competing in, 99
 - Vulnerability, in market-share achievement, 179

 - Wacker, Watts, on neo-tribes, 206
 - Wall, 279
 - Want lists, from customers, 61
 - Ware, Britta C., 109, 120–121, 121–122
 - on changing research paradigm/approach, 208, 216–219
 - Weaknesses. *See* SWOT (strengths, weaknesses, opportunities, threats) analysis
 - Web. *See also* Internet
 - in changing research paradigm/approach, 210, 212, 214–215
 - in rethinking media, marketing, and advertising, 222–223, 224–225
 - social media and, 231
 - in social media listening, 232–233
 - Web 2.0, 272
 - Web analytics, 279
 - Web-based self-service tools, text analytics among, 21
 - Web browsers, in creating resonant messages, 71
 - Webclipping.com, 247
 - Web server logs, behavioral listening and, 170
 - Web site redesign, in product/service improvement, 83
 - Web sites, xi
 - advertising spending on, 74
 - in American Telephone and Telegraph case study, 158
 - ARF, 258
 - behavioral listening and, 170
 - Campaign for Real Beauty, 118–120
 - in creating resonant messages, 71–72
 - Fiat MIO, 62
 - improving competitiveness via, 100, 103–104
 - keeping content fresh/relevant, 78–79
 - linking, 170
 - marketing Hennessy Cognac and, 49–51
 - for marketing Suzuki Hayabusa motorcycle, 52
 - offline conversations and, 171–172
 - in reputation management, 127, 129
 - video streaming, 133
 - Vitaminwater, 64
 - Werbach, Kevin, in Scrabble case study, 146
 - Wharton School, 229, 232
 - WhiteWave Foods
 - case study of, 92–93
 - increasing sales of, 86
 - Whole Foods, 148, 151
 - “Who, what, where,” in social media listening, 59
 - Wieden + Kennedy, 101–102
 - Wiki, 279
 - Williams, Evan, 80
 - Wind, Yoram “Jerry,” 36, 232, 259
 - on listening organizations, 229, 232–235
 - “Winning plays”
 - Understand the consumer’s mind-set, 35
 - Discover new customers, 47
 - Drive new product development and innovation, 55
 - Create messages that resonate, 68
 - Improve products and services, 76
 - Increase sales, 85
 - Sense change to compete in the present, 99
 - Rebrand and reposition products and services, 112
 - Manage reputation, 124
 - Compete strategically, 138
 - Provide customer care and increase customer satisfaction, 148
 - to compete strategically, 138–140
 - for customer care and satisfaction, 149–151
 - in increasing sales, 85–88
 - in product/service improvement, 76–77
 - for rebranding/repositioning products/services, 112–114
 - for reputation management, 125–127
 - in sensing change to compete in the present, 99–101
 - in social media listening’s future, 191–192
 - Wired infrastructure, in American Telephone and Telegraph case study, 158
 - Wired magazine, advertising in, 197
 - Wireless infrastructure, in American Telephone and Telegraph case study, 158
 - Women
 - discovering new customers among, 51
 - in Dove case study, 118–120

- Women (*Continued*)
 energy-restoring foods for, 60–61
 gender, multicultural, and LGBT listening and, 170–171
 in new idea fine tuning, 66–67
- Woods, Tiger, in EA Sports case study, 133
- Word clouds
 in Kraft Foods case study, 141
 in monitoring tools, 19
- Word of mouth (WOM), 279. *See also* Buzz
 in changing research paradigm/ approach, 213
 in rethinking media, marketing, and advertising, 226–228
- Word-of-mouth advertising, 178
 power of, 97
- Word of Mouth Marketing Association University, 95
- Word-of-mouth reports
 listening to, 171–172
 in Ore-Ida case study, 95
 in Silk case study, 92–93
- WordPress, 16
- Words. *See also* Words/phrases
 broad/alternative meanings of, 114
 in changing research paradigm/ approach, 214
 in context, 172–174
 mental models and, 234
- Wordscraper, in Scrabble case study, 146
- Words/phrases, consumer mind-sets and, 36
- Workflow, 279
 monitoring tools for, 19
- World War II, listening methods since, 16
- “Worldwide living room,” television and, 163
- X Factor, 167
- XML (eXtensible Markup Language), 279
- Yahoo!
 as listening solution, 18
 searches analyzed, 38
- Yahoo! Buzz, 239
- Yahoo! Index, 239
- York University, 200
- YouTube, xi, 13, 16, 279
 in American Telephone and Telegraph case study, 158
 in EA Sports case study, 134
 marketing Hennessy Cognac and, 51
 in Old Spice case study, 102
 in reputation management, 126
 television and, 164
- Zanger, Doug, 156
- Zappos, 124, 146, 149, 150
- Zogby, John, 44, 199
 or neo-tribes, 203–206

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>