

Index

- ABC News, 66
 A/B testing, 199
Accidental Genius: Using Writing to Generate Your Best Ideas, Insight, and Content (Levy), 112
 Adopt phase, in New Media Life Cycle, 143, 146
 Advertising:
 media, 216
 on-line, 160
 real-time, 161
 Super Bowl 2011, 112
 web, 160
 AFCO Tech, 88
 AFM. *See* American Federation of Musicians (AFM)
 After-sale, connection with customers and, 125
Aftershocks: Stories from the Japan Earthquake, 141
 Agilent Technologies, 70
 Agile Scrum software, 223–224
 Agility, as competitive advantage, 3–6
 AIG. *See* American International Group (AIG)
 Albion Cafe, 131
 Alerting service, 108
 Almaraz, Teresa, 196, 197
 Alphenaar, Jan Willem, 118, 119
 Alterian, 108
 Amazon.com, 51, 52, 61–63, 106, 168
 Amazon Japan, 104
 American Federation of Musicians (AFM), 11
 American Idol, 113
 American International Group (AIG), 50–51
 Amiando, 143
 Analysts, listening to, 98–99
 Analytics tools, 103
 Angiulo, David, 188
Angles and Demons, 157
Animal Farm, 61
 Apple Inc., 73
 # AskObama, 96–97
 Ask website, 107
 AT&T, 50
 Attentio, 108
 “Attention” (Scott), 25
 Attitude, real-time, 35–41
 Aucoin, Don, 71
Audacity to Win; The Inside Story and Lessons of Barack Obama’s Historic Victory (Plouffe), 72, 130
 Avaya Inc., 102, 103, 105, 131
 Baby Cory Dancing to Beyoncé (video), 140
 Bailey, Christopher, 74
 BandBowl 2011, 113–114
 Barger, Christopher, 100, 105, 218–219
 BBC television, interview with Carroll, 9
 Beck, Glenn, 89
 Bella Pictures, 196–197
 Bello, Emilio, 217
 Benchmark, real-time, 199–200
 Beres, Jeff, 62–63
 Bing, 98, 107
 Blackbaud, 206–207
 Blackberry, 151
 Blakesberg, Jay, 162, 163, 164
 Blecher, Todd, 45
 Bloggers, listening to, 98–99
 BlogPulse, 107
 Blogs
 breaking news on, 22
 comments per day, 94
 FastLane, 71
 free services for search, 108
 monitoring, 101
 publishing stories in, 88
 specialized blog search engines, 98
 using, 70–72
 Wells Fargo, 46
 on *What Matters Now*, 25
 “Who the Hell ARE these People?”, 91–95
 Bloomberg, 21, 23
 BNR *Nieusradio*, 118
 Boches, Edward, 114
 Boeing, 44–45, 47, 48
 Books, 25, 112–113, 163, 167–168
Boston Business Journal, 224
Boston Globe, 71, 115
Boston Herald, 97
 Boston Hiring Blog, 166
 Boston Pops Orchestra, 123
 Brainstorm, massive, 117

- BrandBowl 2011, 112, 113, 114
- BrandFighters, 117
- Brandwatch, 108
- Breaking news, 22, 31, 37, 69, 72, 98. *See also* News
- Britain Got Talent, 113
- British government, on real time communication, 186–187
- Brogan, Chris, 92, 146
- Broshear, Nathan, 88
- Buchanan, Brian, 148, 149–150
- Burberry, 74
- Business:
 - growing your, 3–17, 240–241
 - real-time, 37, 197–198, 213
 - social web analytics and, 106–107
 - at the speed of now, 213–227
- Business planning process, 38
- Business Week*, 21, 58
- Business Wire, 73
- Calton Cases, 6, 8, 9–10, 12
- Carroll, Dave, 22
 - big win, 15–16
 - blog posts per day, 6
 - interviews with the media, 7–8, 9
 - lyrics on broken guitar, 4
 - real-time engagement, 16–17
 - real-time media explosion, 9–10
 - "United Breaks Guitars" video, 4–16
 - vs. Goliath contest, 3, 16
- Carroll, Kevin, 141
- Cass, John, 218
- CBS, 8, 21
- Chernov, Joe, 95
- Chertudi, Mikel, 195–196
- Chevron Corporation, 46, 48
- Chief Executive Office: crisis and, 137–138
- Chief real-time communication officer, 136, 189–191
- Chrysler, 114
- CIC, 108
- Cisco, 133
- Cision, 108
- ClickSquared, 127
- CME Group, 168
- CNN, 7, 8, 48, 66, 140
- CNNiReport, 68
- Coca-Cola Company, 46, 48
- Collective Intellect, 108
- Comcast, 146
- Commercial services, 108
- Communication. *See* Crisis communication; Real-time communication
- Communication channels, 142–147
- Companies, 22, 123–149, 174–175
- Compete, 198–199
- Competitive advantage, 3–6, 16–17, 37
- Conferences, invisible presence in, 23–24
- Consolidate phase, in New Media Life Cycle, 144
- Consumer Electronics Show, 73
- The Consumerist*, 7, 8
- Consumer Product Safety Commission, U. S., 135
- Conversion, 108
- Corporate culture, real-time, 40
- Corporate world, 34, 36, 60–61
- Cory Elliott Education Fund, 140
- CoveritLive!, 149
- Crimson Hexagon, 108
- Crisis. 124–125, 137–138. *See also* Crisis communication
- Crisis communication:
 - contingency measures, 136
 - media and, 79–90
 - real-time, 70
- Crisis planning, 135
- Critics, 104, 136–137
- CRM. *See* Customer relationship management (CRM)
- Crowdsourcing, 95
 - movie for free, 118–119
 - power of, 116
 - real-time, 113–114
 - role and tasks of, 115
 - running contests, 117
- CTV, 7
- Curle, David, 69
- Curtis-Magley, Debbie, 47, 48
- Customer relationship management (CRM), 105
- Customers. *See also* Real-time customer connection
 - real-time service to, 12–14, 16–17
 - understanding, 124
 - Wells Fargo and, 46
- Dakin, Shaun, 66, 67, 68
- Dashboard, real-time, 205
- Dave Carroll Traveler's Edition Guitar Case, 6, 8, 9, 13
- David's Bridal, 197
- Davis, Andrew, 142–143, 146–147
- de Beer, Jan-Paul, 117
- Decision making, companies and, 40, 113–114
- DeFillippo, Bob, 47
- Delta Vacations, 132–133
- De Telegraaf*, 118
- Dickson, Tom, 144
- Digital IQ-social-media training, 47
- DiMarco, Stephen, 199, 200
- dna13, 108
- \$250-Grand tweet!, 102–103
- Domino's Pizza, 135
- Doritos, 114
- "Dot-org" domain, 142
- Dow Jones, 108, 152, 203
- Dresden Dolls, 225
- Drucker, Peter, 41
- Drudge Report*, 88

250 Index

- DSB Bank NV, 118
DSB the Movie, 118, 119
 Dunay, Paul, 102–103
 DuPont, 52
 Dyess Air Force Base in Abilene, 88–89
- e-book, real time, 168
 Edmonds, Ellen, 123
EindhovensDagblad, 118
 Eloqua system, 95, 197, 199, 210
 email address, as mainstream media outlet, 68
 Email introduction, sending, 84
 Employees, real-time communication and, 191–192
 Enter the Haggis (ETH), 149–150
 Escalate phase, in New Media Life Cycle, 144
 ETH. *See* Enter the Haggis (ETH)
 Euromoron, 80
 Eurostar, 69, 79–80
 Evangelists, cultivating, 154
 Experiment phase, in New Media Life Cycle, 143
- Facebook, 39, 40, 48, 74, 152, 211
 Avaya and , 102
 Egypt blocking, 58
 King Media Day and, 76
 tie-ups with, 22
 Fair Disclosure Financial Network Inc. (FDfn), 159–160
 Fans, 147–148, 154
 FDfn. *See* Fair Disclosure Financial Network Inc. (FDfn)
 Federal Do Not Call Registry, 66
 Fedex, 52, 165
 Feed-Blitz, 94
 Flickr, 57, 58, 143
 Follow-up, real-time, 198
 Ford Motor, 46, 47, 48
Fortune 100:
 Boeing adapting real-time challenge, 45
 engaging the market via real-time web, 47–48
 media contact method, 50
 process of researching, 49–51
 public companies, 54
 real-time speed analysis, 2010, 229–234
 speed of response of, 52–53
Fortune 500, 43, 49
 Foursquare, 24, 134, 153, 154, 158
 Fox News, 8, 135
 Friedman, Thomas, 52
 FriendFeed, 21, 22, 95
 Friesen, Rick, 218
 Funda Real Estate, 155–156
 Furthur, 162
 Futures trading training course, real-time, 168–169
- Garfield, Steve, 68
 General Motors, 71, 99–100
 Lutz and Scott, 216–218
 Lutz gets the last word, 220–221
 real-time communications and selling cars, 221–223
 reinvention initiative, 216–219
 showing its human face, 219–220
 starting up in real time, 222–223
 TweetDeck and, 219
 Geolocation feeds, 106
 Germann, Mitch, 75–76
 Gestate phase, in New Media Life Cycle, 144, 146
 GetSatisfaction, 145
Get Seen: Online Video Secrets to Building Your Business (Garfield), 68
 Ghonim, Wael, 58
 Gilbert, Elizabeth, 25
 Global Positioning System (GPS), 24, 152
 GlobeNewswire, 73
 Godin, Seth, 32, 40
 Google, 96, 103, 146
 Google, 21–22, 29
 AdWords, 160–161
 Alerts, 101, 108
 Blog Search, 108
 Insight, 145, 146
 News, 101
 Plus, 146
 Scholar, 69
 Trends, 108, 145
 Gosselin, Kate, 128
 Goto, Genri, 131
 GPS. *See* Global Positioning System (GPS)
 Graphical analysis tools, 107
 Grateful Dead, real time with, 161–164
 Gripton, Jon, 65, 67, 69
 Groupon, 129, 158
 Guidelines and training, real time communication and, 47
- Halifax Herald, 8
 Halligan, Brian, 164, 213, 222–224
 Hash tags, in Twitter messages, 24, 69
 Heineken, 117, 120
 Henderson, Fritz, 216
 Henige, Mary, 220
 Hewlett-Packard (HP), 50, 117
 Higgs, Justin, 46
 Hjartardottir, Hera, 226
 Hollister Inc., 165–166
 HootSuite, 102, 108
 Hotel reservations, 127–128
 H&R Block, 188–189
 HubSpot, 164, 222–223
 Huffington Post, 20, 23, 44, 49
 Hyves (Dutch-language social networking), 118
- IBM, 41, 47, 132, 144, 109
 Business Conduct Guidelines, 184
 guidelines, 175, 184
 Social Computing Guidelines, 176–183
 Software, 208

- IceRocket, 108
 Identi.ca, 22
 Individuals, communicating in real time, 39–40
 Influence Crowd, LPP, 105
 In-n-Out-Burger, 155
 Intel, 46, 47, 48
 Interacting in real-time, 100
 Internet, pace of business and, 29
 iPhone, 63, 65, 151, 153
 Iran, social media in, 57
 “Is Your Customer Service Ready for the New World of Openness” (John Winsor), 45
 iTunes, 9, 15
- Jackson, Michael, 19
 Jaiku, 22
 JetBlue, 146
 Jobs, Steve, 73
 Journalists. *See also* Reporters
 blogs and engaging, 58
 connecting with, 82–85
 listening to, 98–99
 media alerts and, 74
 personal relationships with, 67
- Kacur, Petro, 46
 Kadiant, 208
 Kaplan, Ken E., 47
 Kardon, Brian, 210
 Kawasaki, Guy, 25
 Kelly, Kevin, 25
 Kenko.com, 131–132
 Kent, Clark, 83
 Kenyon College, 205–206
 Kindle, 61–63
 KLM Royal Dutch Airlines, 133
 Kodak, 113
 Kovalsky, Corinne, 48
 Kraft Foods, 49
 Krisner, Scott, 84
- Lady Gaga, 20, 146
 Laffoley, Jim, 8, 12, 13, 14
 Laskey, Fred, 70
Late Show, 87
 Laws on speed, 30–34
 Layar, 153–156, 158
 Leaders, real-time mind-set and, 41
 Lee, Warren, 48
 Lehman Brothers, 72
 Lesh, Jill, 162
 Lesh, Phil, 162
 Letterman, David, 88
 Levy, Mark, 112
 Levy, Paul F., 137–138
Linchpin (Godin), 40
 LinkedIn, 115, 118, 211
 Live-streaming video feed, in news conference, 75–77
 Locke, Justin, 123
- Long-honed alert system passes its test run* (story), 71
Los Angeles Times, 7, 8
 Lutz, Bob, 71, 220
- Mainstream Media Stories, of “United Breaks Guitars,” 7
 Maintain phase, in New Media Life Cycle, 144
 Marketing. *See also* Public Relations (PR)
 connecting with customers and, 124–125
 data-driven, 210–211
 Foursquare as tool for, 153–154
 real-time, 11, 16, 193, 198
 real-time Marketing & PR laws, 30–34
 Marketing automation, 205
Marketing Lessons from the Grateful Dead (Scott and Halligan), 164, 223
Marketing Tribune, 118
Marketwire, 73
 Massachusetts Mutual Life Insurance, 51, 52
 Massachusetts Water Resources Authority (MWRA), 70
 Mass-media aberration, 214–216
 Mass Relevance, 96
 McChrystal, General Stanley A., 167
 McCullough, David, 168
 Media. *See also* Media alerts; Real-time media;
 Social media
 crisis communications and, 79–90
 engaging, 67–77
 mainstream, 33, 107
 mainstream outlets, 62
 Media advertising, 216
 Media alerts. *See also* Media
 publishing with, 88
 real-time, 82
 sending, 73–75
 Media companies, real time and, 23
 Media contact method, 50
Media Journal, 118
 Media relations, 49, 50
 Amazon as big brother and, 61–63
 old, timeline of, 60–61
 speed in, 5
 Media sources, 235–239
 Microsoft, 49
 Midi, 158
 “Million-dollar door,” 88–90
 Mind-set, 36–37, 39–41, 197, 210–211
 Mixi (Japan social networking service), 157
 Mktgbuzz, 138, 139
 Mobile, reaching buyers via, 156–158
 Mobile applications, 190
 Mobile-centric markets, 151
 Mobile devices, 151
 Mobile Spinach Inc., 157
 Monetize phase, in New Media Life Cycle, 144
 Monster.com, 165, 167
 Monty, Scott, 47
 Moore’s Michael, 200, 204

252 Index

- MSN Live Messenger, 65
 Mubarak, Hosni, 57–59
 Mullen, 112
 Mumbai attack, 85–86
 MySpace, 22, 148
- National Political Do Not Contact Registry, 66, 67
 New England Cable News, 68
 New Media and the Air Force, 185, 191
 New Media Life Cycle phases, 143–144
The New Rules of Marketing & PR (Scott), 24, 71
 News. *See also* Breaking news; Real-time news on company sites, 22
 hot, 86–87
 real-time, 31, 65, 78, 203
 responding to, 47
 Wall Street Journal, 63–64
 News conference, holding, 75–77
 Newspaper stories, 64–65
Newsweek, 23
New York Times, 52, 62, 173
 Ninja Gigs, 225
 Nordstrom, real-time communication and, 187–188
 Numble, 108
- Obama, Barrack, 130
 Olsen, Jimmy, 26
 Omniture, 198
 Online. *See also* Online media room
 advertising, 160
 channels, 142
 communication, 142–147
 consumer expectations, 179
 conversation trends, 93
 real-time, 27, 34
 virtual trading room, training-room, 154
 Online media room, 70–72, 88
 Opinions, 95–96, 110
 O'Reilly, Tim, 25
 Organizations, real time communication and, 40
 Orwell, George, 61, 62
 Outsell Inc., 69
- Palmer, Amanda, 225–226
 Parikh, Netra, 85–86
 Parrish, Robert, 218
People magazine, 23
 Personal relationships, 67
 Peters, Tom, 25
 Pew Research Center's Internet & American Life Project, 151
 Pfizer, 50
 Ping.fm, 148
 Playbooks, real-time, 137, 205
 Plouffe, David, 72
 Political Do Not Call List, 66
 Political robocall, 66
- Politico.com, 20, 23, 52
 Polycom, Inc., 73, 74
 Pornographic robocall, 66–67
 Postsale, immediate, connection with customers and, 125
 “Pound” sign. *See* Hash tags
 PR. *See* Public relations (PR)
 Presale connection with customers, 125
 Press conferences, publishing via, 88
 Press releases, as tool of media relations, 67
 Price, Lauren, 130
 PrimeNewswire, 73
 PR Newswire, 73
 Problems, connection with customers to resolve, 125
 Product, naming, 112–113
 Prudential Finance, 47, 48
 PRWeb, 73, 138, 139
 Public Interest Registry, 142
 Public relations (PR):
 in corporate world, 60–61
 Foursquare as tool for, 134
 mind-set, 201
 Taylor Gutta's video and, 11–13
- Qakebook team, 142
 Qik, 24, 131, 143
 Qakebook.org, 141
 Quora, 95, 96
 Quote (Dutch business publication), 118
- Rachel Maddow show, 67
 Radian6, 102, 108, 114
 Raytheon, 48, 50
 Real Estate, buying, 156–158
Real Men Don't Rehearse (Locke), 123
 Real-time:
 advertising, 161
 Boeing and, 45
 GM and, 222–223
 hot jobs in, 165–167
 as mind-set, 39
 monitoring and responding, 46–49
 reacting to critics in, 104
 ROI of, 55–56
 sales, 197, 201–203
 technology, 203–205
 Real-time attitude, 35–41
 Real-time business, 37
 Real-time communication, 16–17, 59
 Chief Officer, 189–191
 companies and prohibition of, 174
 corporations and, 55
 developing guidelines, 185–186
 employees and, 191–192
 encouraging, 186–187
 from Enter the Haggis, 148–149
 Nordstrom and, 187–188
 policy, 175–176
 publishing guidelines, 186

- Real-time customer connection, 123–149
 - embracing the tweet, 130–134
 - friends tweet friends, 129–130
 - on hotel reservations, 126–127
 - marketing and PR, 124–125
- Real-time customer service, 16–17
- Real-time digital era, 45
- Real time law of normal distribution, 5, 32–34
- Real-time market engagement, 3–6, 16–17
- Real-time Marketing, 16–17
- Real-time media. *See also* Media; Social media alerts, 82
 - audiences and profits of, 20
 - explosion, evolution of, 8–9
 - operation of, 65–66
 - relations, 61
 - stories in, 64–65
- Real-time media relations, 66
- Real-time mind-set, 23, 36–37, 39–41
- Real-time mobile marketing & PR, 158
- Real-time news, 21, 59–60, 65
- Real-time online, 27, 34
- Real-time power law, 30–32
- Real-time product creation, 3–6
- Real-time product development, case study in, 12–14, 17
- Real-time response mechanism, 125
- Real-time revolution, 19, 20, 23, 23–24, 43
- Real-time search innovation, 21
- Real-time techniques, 22
- Real-time web, 44–48
- Recovery.gov, 88
- Red Funnel Ferries, 132
- Regan, Richard, 168–169
- Reimer, Chris, 128, 129
- “Re-invention initiative,” 216–219
- Reporters, 69, 85. *See also* Journalists
- Response(s)
 - Instant responses of companies, 125
 - with instant websites, 140–142
 - to News, 47
 - in real time, 197–198
 - speed of, *Fortune* 100 and, 48–49, 52–55
 - to Taylor Guitars video, 11–12
 - Return on investment, real-time and, 55–56
- Retweet, 133
- Reuters, 144
- Rizzo Tees, 128
- Robinson, Matt, 117
- Robocall, 66–67
- Rodgers, Andrew, 217
- Roger and Me*, 216
- Roger Smith Hotel, 134
- Rolling Stone*, 167
- Roppongi entertainment (Tokyo), 152
- Ross, Elliot, 218
- RSS (Reality Simple Syndication), 63, 98
- Running a Hospital* (Blog by Levy), 137
- Sacramento Bee, 76
- Sacramento Business Journal, 76
- Sacramento Kings professional basketball team, 75
- Sales:
 - data-driven, 210–211
 - playbooks, 108, 208–210
 - real-time, 197, 201–203
- Sales force automation (SFA), 196
- Salesforce.com, 197
- San Francisco Chronicle*, 67, 115
- San Jose Mercury News*, 67
- Scandals, deflating, 87–88
- Scott, Yukari Watanabe, 104
- Scribd, 143
- Search engines, 98, 101
- Search terms, creating, 101
- Sea World in Orlando, 135
- Second Life, 144–145
- SFA. *See* Sales force automation (SFA)
- Sheldrake, Philip, 105, 106
- Short Message Service (SMS), 157
- Shouten, Danielle, 24
- The Situation Room with Wolf Blitzer*, 7
- Skynews.com, 65, 67, 68
- Skynews iPhone application, 68
- Skype, 106
- Slideshare.com, 143
- Smith, Roger, 134
- Social Computing Guidelines, 175
- Social media. *See also* Media
 - Avaya and, 102
 - engaging, 104–105
 - free services for, 106
 - as ground for crises, 137
 - in Iran, 57
 - policy, 47, 188–189
 - as top revenue generator, 134
- Social media analytics. *See* Social web analytics
- Social Media Center of Excellence at Intel, 47
- Social networking, real-time, 22
- Social web, real-time, 203
- Social web analytics, 46, 101, 110, 205
 - business and, 106–107
 - services for, 107–109
- Sons of Maxwell, 3
- Sony Pictures Entertainment, 157
- Sources, identifying and monitoring, 98
- Special offers, 154
- Speed:
 - as competitive advantage, 3–6, 16–17
 - new laws on, 30
 - real-time mind-set and, 36–37
 - of response, 48–49, 52–55
 - social business and, 96–97
 - vs. sloth, 19–27
- Stanford-Clark, Andy, 132
- Starkewolf, Zane, 66, 67
- State Farm insurance, 45, 48
- Strupek, Joe, 45

254 Index

- Suffolk, John, 187
 Super Bowl advertising, 111
 SurveyMonkey, 112
 Sysco, 52
 Sysomos, 108
- Taptu, 106
 Taylor, Bob, 6, 8, 10, 11, 12, 14, 17
 Taylor Guitars, 5, 6, 8, 9–10, 11, 12, 17
 Team building, real-time digital era and, 45–45
 Technology, real-time, 203–205
 Technoratti, 98, 108
 Telephone, as tool of media relations, 67
 Telstra, 175
 Telstra Social Media Engagement (3Rs), 186
 Terpening, Ed, 46
 Theatre Development Fund, New York City's, 132
 The Dead Tour 2009-ALL ACCESS, 163–164
 The Knot, 197
 Thomson, Mike, 66
 Thonis, Peter, 46
 Time Life, 21
 Tippingpoint Labs, 142, 143, 145, 146
 TNS Cymfony, 108
 Toland, Meg, 166
 Townsend, Wayne, 126–127
 Toyota, 135
 Trackur, 108
 Trade shows, media alerts and, 73
 Training and guidelines, real time communication and, 47
 Transportation Security Administration (TSA), 11
 Travelers Cos, 49
Truman Fires MacArthur, 168
Truman (McCullough), 168
 TSA. *See* Transportation Security Administration (TSA)
 TweetDeck, 22, 40, 65, 98–99, 102, 106, 108, 211
 Tweets. *See also* Twitter
 of Barack Obama, 130
 BrandBowl, 114
 \$250-Grand tweet!, 102–103
 embracing, 130–131
 per day, 95
 per hour, 93
 per quarter hour, 92
 positive or negative, 114
 on “Who the Hell ARE these People?”, 91–95
 Twitter, 174. *See also* Tweets
 as after-sales communication tool, 128
 Avaya use of, 102
 breaking news and, 69, 98
 as crisis communication tool, 81–82
 followers on, 134
 following reporters on, 84–85
 free Twitter search, 108
 monitoring search terms on, 101
 Mumbai attack and use of, 85–86
 replies on, 48
 service of, 146
 “Twitter Friendly,” 134
 Tweetersphere, 46
- U. S. Air Force, 191
 United Airlines, 3–4, 6, 8, 9–10, 14–15
 “United Breaks Guitars”
 on blogs, 6
 CNN broadcast of, 7
 customer-service training and, 14
 lyric, 4
 mainstream media stories per day, 7
 real-time media explosion, 8–9
 views of, 5, 7, 8, 9, 12, 13, 16
 UPS, 47, 48, 52
Upside, 48
 USAF, New Media and the Air Force, 175
USA Today, 8, 66, 114
 Ustream.tv, 75
- Vanity Fair, 20
 van Riel, Sied, 133
 Verizon Communication, 46, 48
 Visible Technologies, 108
 Vitti, John, 157, 158
 Volkswagen, 114
- Walgreen, 50, 51, 52
 Wallace, Adam, 134
Wall Street Journal (WSJ), 8, 63–64, 71
 Warren, Lee, 48
 Warwick, Colin, 70
 Washer, Tim, 109, 184
Washington Post, 20, 23
 Watanabe, Hiroyoshi, 104
 Web advertising, 160
 Website analytics, 205
 Websites, 68, 140–141, 156, 167, 193–200
 Weist, Zena, 188–189
 Wells Fargo, 46, 48
What Matters Now (e-book), 25–26
 White House Twitter Town Hall, July 2011, 96–97
 “Who the Hell ARE these People?”, 91–95
 Wikipedia, 31, 113
 Wilhelm, Jeroen, 155–156
 Winsor, Harry, 44–45
 Winsor, John, 45
 Woods, Tiger, 88, 216
Wood & Steel, 10
 World Wide Rave, 9, 16, 33
 Wrigglesworth, Tom, 117
- Yahoo!, 98
 Yahoo! News, 101
 YouTube, 4–14, 58
- Zanghi, Brian, 208, 209
 Zappos, 146