



Business Book Club: New & Noteworthy Books for the Green Industry

Title:Groundswell: Winning in a World Transformed by Social Technologies

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Five Star Rating:

Notability ☆ ☆ ☆ ☆

Readability ☆ ☆

Takeaways ☆ ☆ ☆ ☆

Innovation ☆ ☆ ☆ ☆

Shelf Life ☆

My top 3 takeaways:

1. The groundswell of technology is here, take advantage of it.
2. Before you jump in make sure that you willing to commit to the process with follow through, honesty and openness.
3. Don't get overwhelmed by all the technology. Think of it as writing a letter to a friend. Keep it simple and honest. Start with the basics of enewsletters, blogs, youtube and Facebook

How I plan to put the new ideas to work:

We constantly work on our relationships with our customers at Coast of Maine. The most important customer to us is the independent garden center.

We have done a great job in building those relationships with the owners and managers and now we are using youtube and Facebook to create a dialogue with the younger employees.

We have developed a specific program that will directly benefit the employee and allow them to watch fun streaming videos about Coast of Maine and our products. The competition that will have set up will develop traffic to our Facebook page where we'll be able to create a dialogue directly with employees and consumers.

Like any company we'll make some mistakes along the way that employees and consumers will see. How we handle those mistakes in an open , honest manner will be the key to our success.