















however, that before implementing any social strategies managers read the first part of the book. Doing so will help them with a task that may be unfamiliar but is absolutely essential to designing an effective social strategy: identifying the unmet *social* needs of their customers. No social strategy will succeed without identifying those unmet social needs correctly.

To help practicing managers, as well as people who advise them, succeed in the marketplace, I have built a dedicated social platform for this book, which can be accessed through a link at <http://press.princeton.edu/titles/10190.html>.<sup>5</sup> The platform will allow you to deepen your insights into social strategies, examine the success of social strategies that were developed after this book was written, and, most important, interact with other managers to learn from one another's experience.

Finally, I trust that this book will be of interest to social platform users. We all use these platforms differently but we cannot observe how others use them. As a consequence, we are often forced to infer what others are doing by using our own behaviors as a template. This book will allow us to “look under the hood” objectively and examine how user behavior differs across different platforms and individuals. I hope that, armed with this knowledge, readers will be better able to use any given social platform to its fullest potential and avoid common pitfalls. At the same time, better understanding of how and why we behave as we do may dispel some myths surrounding online social platforms and help those who are staying away from them to realize the opportunities these platforms offer.