



# We First: How Brands and Consumers Use Social Media to Build a Better World

*Simon Mainwaring*

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**We First: How Brands and Consumers Use Social Media to Build a Better World** Simon Mainwaring

Named *Strategy + Business* best marketing book of 2011

A social media expert with global experience with many of the world's biggest brands -including Nike, Toyota and Motorola-Simon Mainwaring offers a visionary new practice in which brands leverage social media to earn consumer goodwill, loyalty and profit, while creating a third pillar of sustainable social change through conscious contributions from customer purchases. These innovative private sector partnerships answer perhaps the most pressing issue facing business and thought leaders today: how to practice capitalism in a way that satisfies the need for both profit and a healthy, sustainable planet. Mainwaring provides case studies from companies such as P&G, Walmart, Starbucks, Pepsi, Coca-Cola, Toyota, Nike, Whole Foods, Patagonia, and Nestlé as well as a bold plan for how corporations need to rethink their strategies.

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