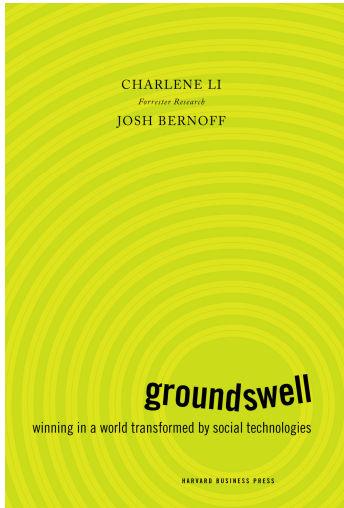


## **Foundation Announces 2009 Berry-AMA Book Prize Winner**



CHICAGO, IL — October 15, 2009 -- The American Marketing Association Foundation (AMAF) announces *Groundswell: Winning in a World Transformed by Social Technologies* (Harvard Business Press) as the recipient of the 2009 Berry-AMA Book Prize for the best book in marketing.

*Groundswell*, by Charlene Li and Josh Bernoff, explains how to turn the force of customers connecting via social technologies, the groundswell, to your own advantage. Through the use of case studies, Li and Bernoff show how leading companies are gaining insights, generating revenue, saving money, and energizing their customers through social technologies such as blogs, YouTube, Facebook, and wikis. *Groundswell* provides targeted advice with ROI, which makes this book a critical starting point for companies developing a social technology strategy.

Li previously served as a Vice President and Principal Analyst at Forrester Research, a technology and market research company that provides pragmatic advice to global leaders in business and technology. In 2008, she founded the Altimeter Group, a strategy consulting firm that provides a pragmatic approach to emerging technologies to companies. Bernoff is Senior Vice President, Idea Development at Forrester Research and is responsible for identifying, developing, and promoting some of the company's most influential and forward-looking ideas.

The following books were named as finalists for the Berry-AMA Book Prize: *Firms of Endearment: How World-Class Companies Profit from Passion and Purpose* by Rajendra S. Sisodia, David B. Wolfe, and Jagdish N. Sheth (Wharton School Publishing), and *Predictably Irrational: The Hidden Forces That Shape Our Decisions* by Dan Ariely (HarperCollins Publishers).

The selection of the Berry-AMA Book Prize winner and finalists included a five member team of marketing experts led by Richard Lutz, J. C. Penney Professor of Marketing (University of Florida). The judging panel also included Francesca Cooley (American Marketing Association), Erik Gordon (University of Michigan), Gordon Wyner (Millward Brown Inc.), and Valarie Zeithaml (University of North Carolina). According to Lutz, “*Groundswell* hit a real ‘sweet spot’ with the selection committee. Not only does it deal with crucial, cutting edge set issues of importance to both large and small firms, but it does so in very pragmatic fashion. Li and Bernoff present a very well-integrated framework for dealing with the array of decisions that must be made, and they provide vivid and compelling examples of the various ‘new media’ at work.”

The annual Berry-AMA Book Prize recognizes books whose innovative ideas have had significant impact on marketing and related fields. The prize is one of the AMAF's programs designed to champion and support excellence in marketing and is named in honor of Leonard L. Berry, a distinguished professor of marketing at Texas A&M University, and his wife Nancy F. Berry. Exceptional marketing books that have set the standard for excellence and that were published within the previous three years (copyright 2006, 2007 or

2008) were eligible for consideration to receive the 2009 Berry-AMA Book Prize. For additional information about the Berry-AMA Book Prize, please visit [www.themarketingfoundation.org/berry\\_book\\_prize](http://www.themarketingfoundation.org/berry_book_prize).

### **About the American Marketing Association Foundation**

The American Marketing Association Foundation maximizes marketing for the betterment of society. This is accomplished by:

- Investing in the growth and use of nonprofit and social marketing knowledge;
- Supporting appropriate community outreach efforts; and
- Acknowledging academic and practitioner marketing excellence.

The AMAF works in partnerships and other strategic collaborations with the AMA, AMA chapters, marketing practitioners and academics, and scores of voluntary and community organizations. [For additional information about the AMAF and its programs or to make a contribution, please visit www.themarketingfoundation.org.](http://www.themarketingfoundation.org)

### **About the American Marketing Association**

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 40,000 strong.

American Marketing Association offers highly acclaimed Training Series, professional conferences and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. American Marketing Association's website, [MarketingPower.com](http://MarketingPower.com), is the everyday connection to marketing data, articles, case studies, best practices and a robust job bank. Additionally, the American Marketing Association is the source for the field's top magazines and journals, including *Marketing News*. Through local and collegiate chapters, American Marketing Association members are connected with the best people and the best practices. [For more information on the American Marketing Association please visit www.marketingpower.com.](http://www.marketingpower.com)

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