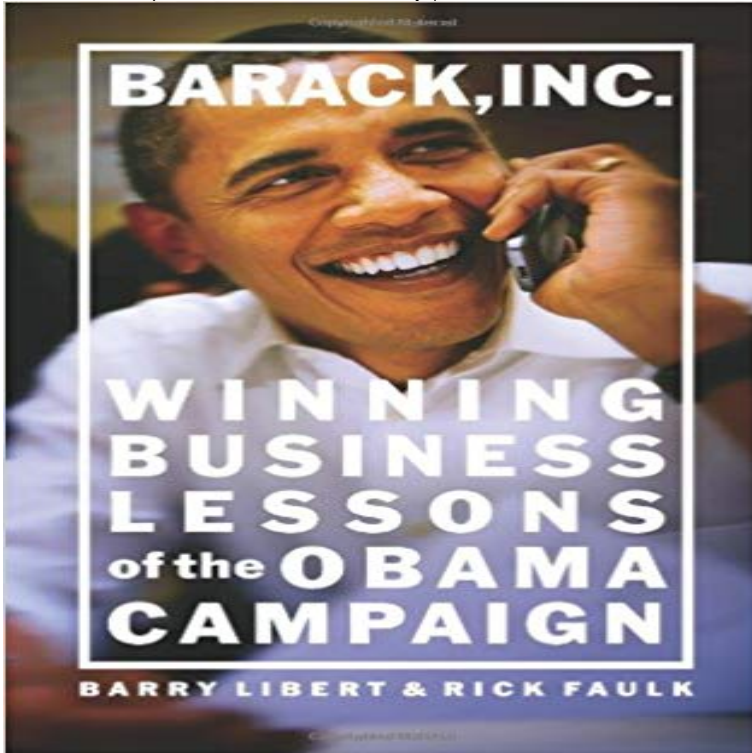


Barack, Inc.: Winning Business Lessons of the Obama Campaign



Barack Obamas campaign didnt just make history: it teaches lessons that every business can profit from. The Obama campaign was brilliantly planned, strategized, and executed, and built to drive home a powerful, consistent core value proposition: the proposition of change. Moreover, it had an extraordinary understanding of innovation, manifested by its extraordinary use of technology to achieve specific, quantifiable goals. In *Barack, Inc.*, Barry Libert and Rick Faulk present the Obama campaign as a business, identifying lessons any business leader can use to maximize performance. Libert and Faulk cover issues ranging from marketing to leadership, strategy to execution. They reveal how Obamas team identified and honed a powerful core message, and applied it flexibly in response to changing circumstances without ever compromising core brand values. Youll discover how Obama built a focused, no-drama organization that empowered local decision-makers without sacrificing nationwide consistency or discipline. Finally, the authors, executives at the worlds leading provider of business social networking services, show how Obama leveraged social networking at a scale unprecedented in the history of either politics or business. From start to finish, *Barack, Inc.* is actionable: packed with ready-to-use strategies and tactics that can help you succeed with any goal, in any marketplace.

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