



# **Tactical Transparency: How Leaders Can Leverage Social Media to Maximize Value and Build their Brand (J-B International Association of Business Communicators)**

*Shel Holtz, John C. Havens*

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While exposing the risks inherent in maintaining a nontransparent relationship with customers, *Tactical Transparency* provides a methodology that will help your organization create its unique plan to bring greater authenticity to your company and your brands. Drawn largely from interviews with leaders in companies that have achieved measurable success in this arena, authors Shel Holtz and John C. Havens provide step-by-step details on how executives and professional communicators can create a transparency strategy that will keep their organization competitive in the twenty-first century. The authors show how organizations can evaluate their readiness for transparency, what they need to do to get ready, and how to effectively communicate their transparency strategy to their customers and employees. They also identify aspects of blog/new media "netiquette" an important but often misunderstood part of engaging in transparency.

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