

Mass Technology Leadership Council: Social Media: Turning the Social Technology Groundswell to Your Advantage

2008-05-22

MTLC presented an event entitled, "Social Media: Turning the Social Technology Groundswell to Your Advantage". The event featured author Josh Bernoff of the book, *Groundswell: Winning in a World Transformed by Social Technologies*. Mr. Bernoff discussed how to turn the force of customers connecting to your advantage.

WilmerHale was a sponsor of this event.

[READ MORE ABOUT THE EVENT](#)

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