## Contents

Foreword: The Right Thing to Do Scott Cook	хi
Preface	xvii
Acknowledgments	xxi
Introduction: The Customer-Community  Is Commerce Antithetical to Online Community?	1
Part One: Why Customer-Community?	13
<ol> <li>The Business Case         How Customer-Communities Advance         Your Business Goals     </li> </ol>	15
<ol> <li>The Customer Case         E-Commerce Experiences That Span</li></ol>	41
Part Two: Customer-Community Basics	s 73
3. Twelve Principles for Building Community The Foundation for Strong Communities	75
4. Customer-Community Profiles  Ten Types and Thirty-Five Examples of Customer-Communities and Their Defining Characteristics	91

## x Contents

5. Growing Your Community Overcoming the Inherent Challenges of Large-Scale Communities	115
6. Understanding Community Bonds Discovering the Intrinsic Bonds Within Your Customer Base	139
Part Three: Customer-Community and the Bottom Line	159
7. Creating Value from Customer-Communities Sixteen Bottom-Line Possibilities	161
8. Organizational Issues and Roles Aligning Strategy, Structure, Communication, and Leadership	193
9. Before You Start Ten Questions to Help You Think Through the Issues	217
Afterword: Turning Customer-Communities into Gold, Harry Potter Style Michael Lowenstein	231
Notes	235
Index	245
The Authors	253