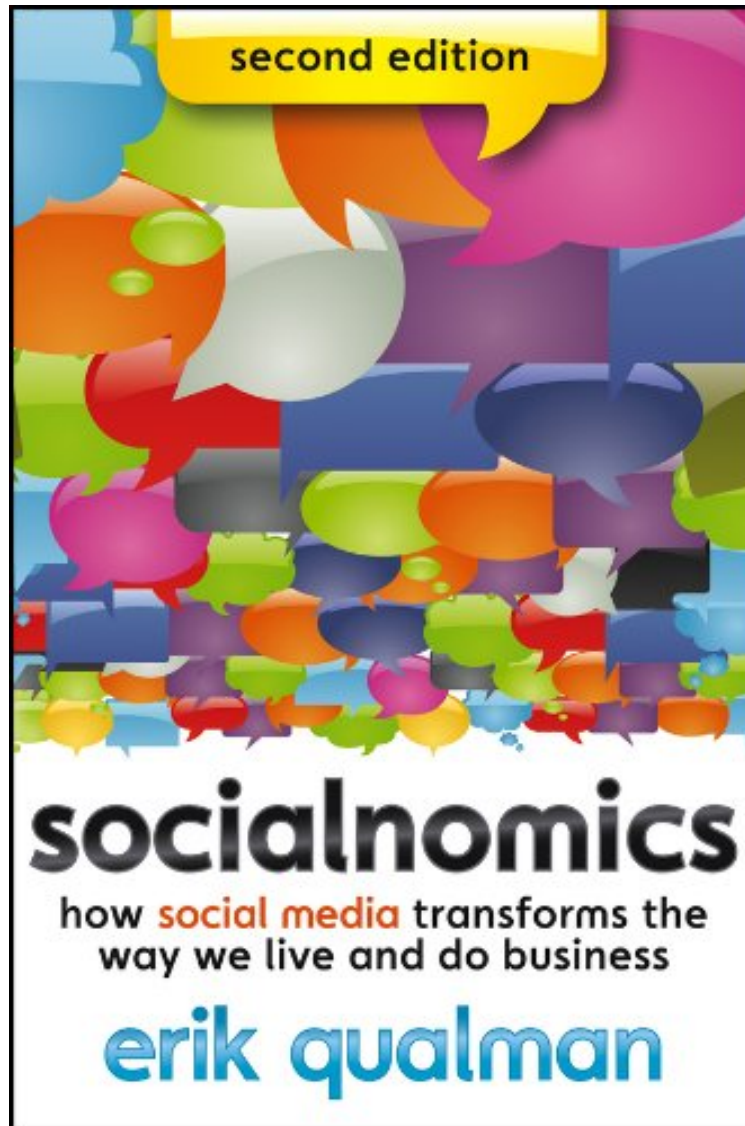


Socialnomics: How Social Media Transforms the Way We Live and Do Business

Erik Qualman

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Erik Qualman : Socialnomics: How Social Media Transforms the Way We Live and Do Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Socialnomics: How Social Media Transforms the Way We Live and Do Business:

2 of 2 people found the following review helpful. FluffBy DjIIn preparation for a talk on social media to a niche group I belong to, I selected this book. I found one of the online videos in my research and really enjoyed the content of why social media is important, leading me to this book. I was hoping to gain some further intellectual insight from an

expert on why social media is popular and successful ways of using it. I did not find it in this book. I don't doubt that Erik Qualman is one of the leading experts in social media. However, his writing style is unbearably unorganized (the section headings often never reflected the content below) and his examples are so unrealistic that I found the book a complete waste of time and money. The writing was filled with fluff, and I imagine you could condense the book of useful material into about 15-20 pages. I encourage anyone looking for tangible material to implement in daily life to avoid this book, and just rely on the YouTube video.³⁴ of 35 people found the following review helpful. On second thought, I'm changing from 4 to 3 stars...By The Marketing Guy Who Drives Sales -rQualman does a very good job telling the reader why social media and social media marketing are not flash-in-the-pan fads that will be gone within a few years. Savvy marketers and brand builders must understand the new media environment in which they are operating and embrace it as the future. It is how things will be for a long time to come. Qualman helps you understand the environment and offers some insights on how others have leveraged social media to their perceived advantage. The problems I have with this book stem from my perception that the author offers what seem like well pondered conclusions but reveals no data, no research and very little support evidence or hard quantitation so I was left to wonder if these "facts" are based on hard data or on the author's own biases and cheery assumptions. He seems to talk about the 2008 U.S. presidential election a little too much throughout the book which is a bit annoying for business professionals looking for application and then late in the book Qualman delves into human resource management as related to social media and it just seems to go a bit overboard. Advice like, "[hire young talent and] simply get out of the way because the young talent may be vastly more talented in certain areas" may be accurate but it is so vague and general that it is worthless advice. One assumes he means that because young talent is much more in tune with social media that they will be able to perform better at job functions that have ties to social media, but again, no specifics, no details and no supporting evidence for this claim. It is at these moments in the book that it seems the author is a bit too much of a kool-aid drinking cheerleader simply repeating, "this changes everything." We've heard all the hype already. Now let's get down to specifics. His passion is clear but hard data is lacking. That being said, the overriding message of this book is important for all business managers who need to understand how social media changes the game and why they cannot wait to embrace the future with social media touching just about every aspect of business and consumer behavior. Qualman makes the case as to why it isn't all going away anytime soon. I recommend this book for those new to social media or those managers who still need to be convinced that it is the future direction of marketing. If you are already familiar with the space and are looking for advanced "how to" methods and detailed case studies then this is probably not the book for you.--Review by the author of the e-book, "How to Build and Manage Your Brand (in sickness and in health)." 2 of 2 people found the following review helpful. Gateway to the world of social media By Steven B Before I begin my review I want to offer one piece of advice: Buy this book digitally! I have the digital copy and found it very convenient to check out links to content examples on my Kindle Fire. I probably would not have view the online content created by Socialnomics otherwise, and believe me, it is worth watching. I hope Qualman replicates the online content in future books. Socialnomics by Eric Qualman covers a variety of topics from the world of social media, including everything from buy-in to ROI and brand success stories to epic fails. This book takes a nonlinear approach to social media and understands that not every subject will be pertinent to every reader. From the beginning the audience is encouraged to jump around the book and tackle topics most relevant to their everyday life. I began with ROI and then jumped back to a chapter on engagement. The transition was seamless. However I found each chapter I read so informative I did end up reading the book cover to cover when all was said and done. No matter how savvy you are with social media, I can assure you there will be plenty of takeaways from this book.

The benchmark book on to the effects and implications of social media on our daily lives, and how businesses can harness its power Socialnomics is an essential book for anyone who wants to understand the implications of social media on our daily lives and how businesses can tap the power of social media to increase their sales, cut their marketing costs, and reach consumers directly. In this revised and updated second edition, author Erik Qualman presents new material based on meeting with 75 Fortune 1000 companies, 50 colleges and universities, and over 100 small businesses non-profits since the first edition. Qualman's materials have been used from IBM to NASA to Harvard to local businesses. Lists the top ten easy opportunities that companies and organization miss when it comes to social media Describes where social media should reside in an organization and the necessary building blocks for success Explains why over 50 percent of companies still block social media to their employees and why this is a detriment to success Shares proper training methods for your ENTIRE organization on social media; not just the chosen few Reviews the top companies, organizations and individuals using social media, explaining what separates them from other companies and how to replicate their success Social media can transform your business and your relationship with consumers. Discover what social media can do for you, and what you can do for others while using social media.

ldquo;A 2010 Finalist for the Berry-AMA Book Prize for the Best Book in Marketingrdquo;From the AuthorThanks for making my book #1 in 8 different languages. Per yournbs;(my readers/fans)nbs;requests , I've updated and added

ten new chapters to the best selling original. I hope you enjoy!

From the Inside Flap: Social Media. Social media platforms like Facebook, YouTube, and Twitter are fundamentally changing the way businesses and consumers behave, connecting hundreds of millions of people to each other via instant communication. This is a massive socio-economic shift that is fundamentally changing the way consumers and companies communicate and interact with each other. Welcome to the world of Socialnomics—where consumers and the societies they create online have a profound influence on our economy and the businesses that operate within it. Online word of mouth and the powerful influence of peer groups have already made many traditional marketing strategies obsolete. Today's best businesses and marketers are learning to profitably navigate this new landscape. Brands can now be strengthened or destroyed by the use of social media. Advertising is less effective at influencing consumers than are the opinions of their peers, making direct-to-consumer marketing messages less valuable each day. But savvy companies are using online networking sites as massive focus groups and as an efficient means of communication with consumers. If social media isn't a part of your business strategy, you've already fallen behind the curve—and your competition. In *Socialnomics*, Erik Qualman offers a fascinating look at the impact of social media on business to reveal what the future holds and how businesses can best take advantage of it. He explores how social media is changing the way businesses produce, market, and sell products; how it eliminates inefficient marketing tactics and middlemen; and how businesses are connecting directly with their customers through popular social media platforms. Social media will continue to change the way businesses market products and how consumers and businesses interact with each other. If you're a marketer or business owner, the big question is whether you'll keep up with those changes. *Socialnomics* is an essential resource for anyone who wants to understand the implications of social media, and how to tap its power to increase sales, cut marketing costs, and communicate directly with consumers.