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# Stand Out Social Marketing: How to Rise Above the Noise, Differentiate Your Brand, and Build an Outstanding Online Presence

Mike Lewis

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"Stand Out Social Marketing outlines the tools and tactics to develop more meaningful and effective social media strategies."  
—BRIAN SOLIS, bestselling author of *The End of Business as Usual* and *Engage!*

# STAND OUT

6 Keys to Rise Above the Noise, Differentiate Your Brand, and Build an Outstanding Online Presence  
MIKE LEWIS

# SOCIAL MARKETING

Foreword by **JEREMIAH OWYANG**, Partner, Altimeter Group  
Afterword by **ERIK QUALMAN**, bestselling author of  
*Socialnomics* and *Digital Leader*

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Stand Out Social Marketing: How to Rise Above the Noise, Differentiate Your Brand, and Build an Outstanding Online Presence*:

1 of 1 people found the following review helpful. Terribly out of date  
By Christen Terribly out of date, links/examples/etc all do not work or are not applicable anymore. Needs to be updated or removed from all reading lists. Social media changed...this book didn't.  
0 of 0 people found the following review helpful. Mike Lewis Gets It  
By Vail Luke Mike Lewis' book *Stand Out Social Marketing* is written as a hand-on aide to the social marketing geek who hasn't quite figured it out. It's not easy being different, in fact oftentimes in social media it's a lot easier to blend in, but with Lewis' help and a little creative juice, there's no reason your company cannot stand out like Dwight Howard in his middle school team picture. It's clear the the social marketing world is just beginning to develop, so get on the front lines, take some risks, make some changes and see the results.  
1 of 1 people found the following review helpful. Bookshelf worthy  
By Coyote Easy to understand and good information. This book digs in to social media with practical advice.

Competing on the social web isn't enough. You have to **STAND OUT!** *Stand Out Social Marketing* explains how today's best-known brands draw attention that pays in the crowded space of social media--and how you can do the same for your brand! "Stand Out Social Marketing outlines the tools and tactics to develop more meaningful and effective social media strategies." -- Brian Solis, bestselling author of *The End of Business as Usual* and *Engage!* "A stand-out must-read." -- Dave Kerpen, CEO, Likeable Media, and author of the New York Times bestselling *Likeable Social Media* and *Likeable Business* "Take these tips, work to implement these ideas, and look around to learn from who's tried what." -- Erik Qualman, bestselling author of *Socialnomics* and *Digital Leader* "Mike gives you the tools you need to rise above the noise and develop a stand-out social marketing strategy." -- Larry Weber, Chairman, W2Group, and bestselling author of *Marketing to the Social Web* "Lewis's unique ability is in presenting complex topics within an easily digestible framework, enabling marketers to implement these strategies in their company." -- Jeremiah Owyang, Partner, Altimeter Group "You can launch a social marketing strategy, but unfortunately it doesn't come with a handbook--until now. *Stand Out Social Marketing* is an important read if you're serious about social marketing!" -- Taulbee Jackson, CEO, Raidious

About the Author Mike Lewis is an International speaker, author of the blog *Social Episodes*, and active twitter personality. He is Vice President of Sales and Marketing at Awareness, Inc, a social media marketing software provider. Awareness' flagship product, the *Social Marketing Hub*, powers the social media strategies of some of the world's largest and most social media savvy brands. At Awareness, Mike works with brands to implement social media as part of their marketing mix and define marketing and communication strategies that incorporate multiple social media channels.