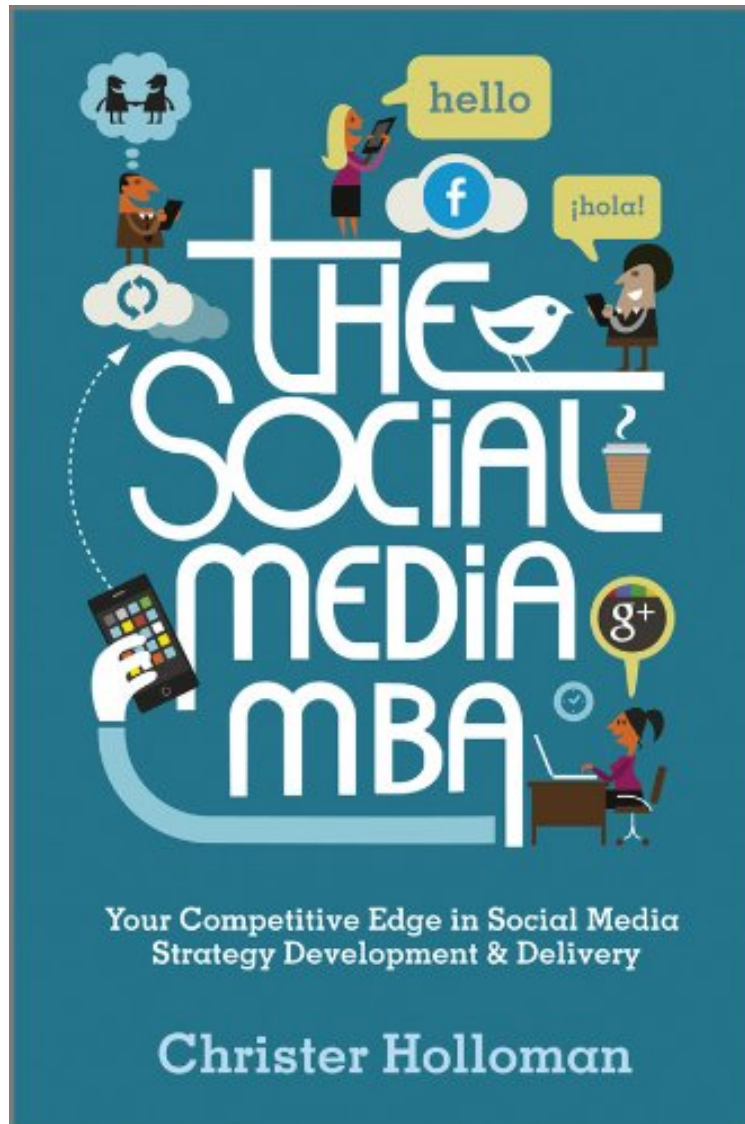


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The Social Media MBA: Your Competitive Edge in Social Media Strategy Development and Delivery

Christer Holloman

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It's a fact that companies so far have only scratched the surface of what can be achieved with social media. Whatever continent, industry, company size, current degree of social media adoption or your job title, the purpose of this book is to inspire you to see how you can raise the bar further to reap new rewards. It will give you the tools to make a difference to your organisation's social media strategy development and delivery going forward. In addition it will also give you more intellectual support and confidence to discuss social media on a higher level with peers, inspire colleagues or negotiate and create support for increased investments from your leadership team. In *The Social Media MBA* editor Christer Holloman has crowd sourced 15 thought leaders from 4 continents to offer an exceptional educational programme written for experienced social media professionals just like you. In addition, learn through cases studies produced by the social leaders at these brands: ARM by Kerry McGuire Balanza ndash; Director of Strategic Marketing Aviva by Jan Gooding ndash; Global Brand Director Dell by Stuart Handley ndash; Communications Director Evans Cycles by Will Lockie ndash; Head of Social Media GlaxoSmithKlein (Ribena) by Verity Clifton ndash; Brand Marketing Manager Kodak by Madlen Nicolaus ndash; Social Media Manager Phillips by Hans Notenboom ndash; Global Director B2B Online Sage by Cath Sheldon ndash; Online PR Specialist

'Standalone, easy-to-read chapters with a clear structure. (CPO Agenda, April 2012) Written with clear experience, bringing a new perspective to an older subject. (Professional Manager, May 2012) From the Inside Flap Holloman is frequently hired as a strategic consultant and inspirational speaker by organizations that want to grow existing, or explore new, business opportunities online. His background is 15 years experience as a serial entrepreneur and intrapreneur; advising, starting, funding, developing and selling B2C and B2B companies as well as launching new products and services within existing businesses in both North America and Europe. Holloman blogs weekly for Sky News about technology trends and is the chairman of First Tuesday UK, a 10,000+ members strong network of high growth technology companies and their investors. Europe's largest regional newspaper The Evening Standard named Holloman one of London's most influential individuals. For more information please visit <http://www.holloman.info> or to discuss possible consulting roles or speaking engagements email him directly: contact@holloman.info. About the Author Christer Holloman, is Head of Product/VP Commercial Strategy at The Digital Property Group. He is a Sky News Reporter and regular panel expert commentator for Sky News. He has just received an accolade from the London Evening Standard as "one of London's Top 25 Most Influential Individuals within New Media", as well as Industry Winner of The Telegraph's Digital Award for 2011.