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Socialnomics: How Social Media Transforms The Way We Live And Do Business



Synopsis

Social Media. You've heard the term, even if you don't use the tools. But just how big has social media become? Social media has officially surpassed pornography as the top activity on the Internet. People would rather give up their email than their social network. It is so powerful that it is causing a macro shift in the way we live and conduct business. Brands can now be strengthened or destroyed by the use of social media. Online networking sites are being used as giant, free focus groups. Advertising is less effective at influencing consumers than the opinions of their peers. If you aren't using social media in your business strategy, you are already behind your competition. In *Socialnomics*, you will learn:

- How the concept of "Socialnomics" is changing the way businesses produce, market, and sell, eliminating inefficient marketing and middlemen, and making products easier and cheaper for consumers to obtain
- How successful businesses are connecting with consumers like never before via Twitter, Facebook, YouTube, and other social media sites
- How to harness the power of social media, rather than being squashed by it

Author Erik Qualman is a former online marketer for several Top 100 brands and is currently the global vice president of Online Marketing for the world's largest private education firm. *Socialnomics* is an essential audiobook for anyone who wants to understand the implications of social media, and how businesses can tap the power of social media to increase their sales, cut their marketing costs, and reach consumers directly.

Book Information

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Customer Reviews

• 2010 Finalist for the Berry-AMA Book Prize for the Best Book in Marketing • --This text refers to the Paperback edition.

Thanks for making my book #1 in 8 different languages. Per your (my readers/fans) requests, I've updated and added ten new chapters to the best selling original. I hope you enjoy! --This text refers to the Paperback edition.

In 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.

Qualman 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)."

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 viewed 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.

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