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The Twitter Book



Synopsis

Twitter is not just for talking about your breakfast anymore. It's become an indispensable communications tool for businesses, non-profits, celebrities, and people around the globe. With the second edition of this friendly, full-color guide, you'll quickly get up to speed not only on standard features, but also on new options and nuanced uses that will help you tweet with confidence. Co-written by two widely recognized Twitter experts, *The Twitter Book* is packed with all-new real-world examples, solid advice, and clear explanations guaranteed to turn you into a power user. Use Twitter to connect with colleagues, customers, family, and friends. Stand out on Twitter. Avoid common gaffes and pitfalls. Build a critical communications channel with Twitter and use the best third-party tools to manage it. Want to learn how to use Twitter like a pro? Get the book that readers and critics alike rave about.

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Customer Reviews

When I read, appropriately enough on Twitter, that Tim O'Reilly and Sarah Milstein had written *The Twitter Book*, I couldn't wait to scoop up a copy. Literally. So I sent a message to the book's Twitter

account and asked if I could get an early copy to review. The book is so clear and concise, so necessary to the social media world, that I wondered why on Earth it has taken so long for this kind of book to be written. Tim and Sarah are the perfect people to publish this type of work, both experts in the tool itself and in the art of communication. We're lucky to have them. The Twitter Book is appropriate for people who've never heard of Twitter, who don't understand it, who like the concept though aren't sure how to use it, and for Twitter addicts like me. Whether you're an individual looking to build your own personal brand on-line, someone who is considering starting a business, or part of a large company, the book is chock full of ideas, resources, and helpful advice. I recommend getting a copy of this book and using it as a constant reference the same way you'd use any top-rate how-to guide. I also found that it was incredibly helpful to have my computer in front of me so I could actually experiment with the different tips and resources that Tim and Sarah suggest. Within the pages of the book I also found a few other great people to follow on Twitter. From a personal brand building stand-point, I found dozens of great ideas in The Twitter Book. (For those interested in how The Twitter Book helps business brand building, please see my Business Strategies column on Examiner.com.) Here are three of my favorite ideas to give you a flavor of what awaits you in this book:1.

The recent Twitter hype has gotten a lot of people interested in the relatively new micro-blogging site, but upon visiting twitter.com, many just scratch their heads. Some common sentiments are "What value could there be in Twitter?" and "Twitter seems downright silly." In response to this pervasive confusion, Tim O'Reilly and Sarah Milstein have written The Twitter Book, which proclaims one primary message: Twitter is an enormously useful communication tool with potential for both personal and business use. I liked what I found in the book's 6 succinct (full color!) chapters. The introduction and "Get Started" chapter describe exactly what Twitter is useful for, explain how to get your profile set up, and demystify key Twitter jargon and conventions. The following "Listen In" chapter discusses Twitter trends and how to track them; searching on Twitter; "life-changing" programs for keeping track of your tweets; and finding and following people. The "Hold Great Conversations" chapter gives some excellent tips on how to effectively and properly communicate with other Twitterers. The "Share Information and Ideas" chapter offers some thoughts on what to tweet and how to be interesting. The "Reveal Yourself" chapter encourages personal tweets and customizing your Twitter account. One of my favorite chapters is "Twitter for Business," which provides guidance for businesses interested in using Twitter. There are some good examples here of things businesses should and shouldn't do on Twitter. As a newcomer to Twitter, I found this little

book extremely easy to read, understand, and apply. If I'm going to delve into the more advanced uses of Twitter, however, I'm going to need additional resources.

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