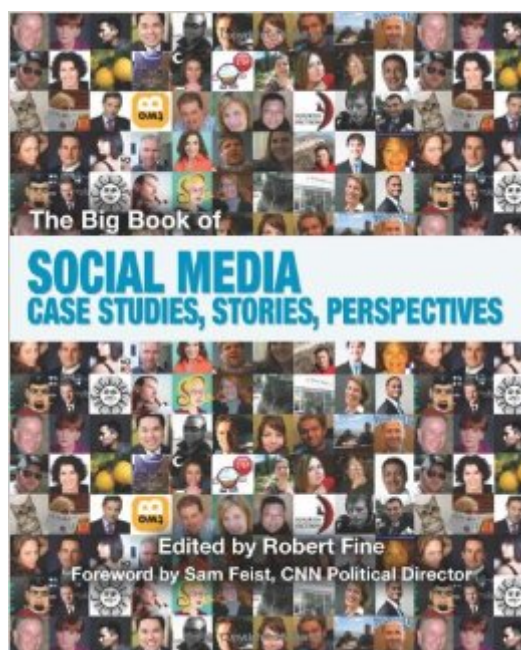


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The Big Book Of Social Media: Case Studies, Stories, Perspectives



Synopsis

Not Business. Not Marketing. This is an IDEA book. "Social media is not really about technology. It's about a cultural shift that is enabled by the evolution of technology." - Wayne Moses Burke, Founder of Open Forum Foundation, "GoLuv" Chapter Contributor "I wasn't annoying. And I firmly believe that is the key to my social networking success." - Colleen Crinklaw, Alaska's Only Stand-Up Comedienne, "Don't Dream It, Be It" Chapter Contributor "As international media was being shutout of Tehran, Breaking Tweets was able to continue its coverage as I built a trusted network of sources in Iran via Twitter." - Craig Kanalley, "Breaking Tweets" Chapter Contributor Learn how social media is affecting change around the world. Get immersed with the real-life drama of Mad Men characters on Twitter. See how nonprofit organizations are spreading their message and growing their organizational base. Gain Practical advice from leaders behind brand names like Olympus, CBC Radio, Network Solutions, Center for American Progress, and The Heritage Foundation.

Book Information

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Customer Reviews

This isn't a book as much as a collection of writings from people bragging about how they used social media to successfully market their companies. The problem is that there is no objective proof that any of them are as successful as they claim to be. And who sets the threshold for success? Is 10,000 Twitter followers considered good or bad? There are a few interesting stories (which they call "case studies" even though there is never enough detail to make it a true case study) but most of them are just things that an author could have summarized in a couple paragraphs. It was nice to

see a variety of businesses covered, including a conservative think tank. The main messages seem to be: think bigger than you normally do and anyone can use social media to market. So the lack of objectivity and the constant attempt by each writer to praise himself gets annoying. But worst is how poorly the book is edited. There are large chunks of white space, odd spacing between some paragraphs, chapter titles in 10-point font and inconsistent style between writers. It seems thrown-together and is not as helpful as it could be. Don't believe the five-star reviews--there's not enough substance here to make it worth any more than three stars.

I'm thoroughly enjoying this great compilation of essays and case studies demonstrating the many and varied ways in which social media is being used to impact our lives for the better across so many different sectors of our society. I was so moved by Regina Holliday's story of how she used social media to hold the health care industry accountable for its indefensible treatment of her husband. The piece on Mad Men was charming and rather fascinating, too, in that the Mad Men characters were instantly perceived as being brilliant PR for Showtime when in fact they were just avid and gifted fans. The Olympus segment was a great case study in how smart businesses can build witty, integrated campaigns that put control of the narrative in the hands of the customers themselves. Taken as a whole, this book provides an inside look at how powerfully social media is transforming our world and I highly recommend it to anyone with an interest in the subject.

"The Big Book of Social Media" is divided into topic-based sections, with each section containing a few case studies, stories, or essays. A theme that was weaved throughout "The Big Book of Social Media" was the emphasis on companies developing a plan before jumping into social media. While some case studies were better than others, the overall book would be a good addition for anyone looking for real-world stories about people using social media for businesses as different as government to publishing. It was nice to be able to read about social media usage in different fields of work. However, at times, some of the chapters could seem as if they were a little bit of a sales promotion. Sometimes the authors seemed to be touting their business capabilities instead of showcasing how they are using social media and explaining why those methods were successful. The sections in "The Big Book of Social Media" were organized in a way that was very easy to understand. The writing was not too technical, so any audience should be able to appreciate it. This book would be especially beneficial for people who are novices with social media and have had a hard time understanding other guides. Throughout the book, URLs are provided so the reader can easily reference the things that are being talked about online. Even non-novices should be able

to appreciate "The Big Book of Social Media," especially when the book delves into the analytics. Reading this book should allow companies and individuals to really think about what they want to do with social media. Readers of "The Big Book of Social Media" are asked to visit [...] to continue the conversation about the book and share their own social stories. On the website, readers can ask the authors questions, interact in live webinars, and find resources for learning. Social media links are also provided after each chapter so the reader knows how to get in contact with each individual author, which was a nice touch.

When Orson Welles created mass hysteria among American radio audiences (including this reviewer) with his "War of the Worlds" broadcast in 1938 (you could Google it!), there was no Internet, meaning no social media, meaning no Facebook, YouTube, Twitter and myriad other sites that enable world populations to communicate instantly on matters of mammoth--and minute--importance. My, how times have changed! The Big Book of Social Media: Case Studies, Stories, Perspectives presents a comprehensive review of the uses and effects of social media today in business, government, the arts, science and medicine, politics, employment and almost any other category you can name. Our ability to communicate has never been as great, and this book, skillfully edited by Robert Fine, is a splendid guide to the remarkable achievements made possible by online exchange of ideas and information--even in 140 characters!

The variety of perspectives this book offers all engage a difficult but pressing question: What exactly is the value of social media? We find a multiplicity of answers - social media has different values for different people. Sometimes it aids in marketing. Sometimes in getting relevant information to specific people. Sometimes it helps facilitate change. There's no set formula for using social media effectively. But there are a few guidelines that can help, and stories/case-studies are invaluable when you're fighting for attention. You need to know others have traveled the road you're going before.

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