

[PDF] Return On Influence: The Revolutionary Power Of Klout, Social Scoring, And Influence Marketing

Mark Schaefer - pdf download free book



Books Details:

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Author: Mark Schaefer

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Description:

Review "This book is fascinating. I could not put it down and have written notes throughout!" -- Gayle King, CBS News

"Mr. Schaefer's new book, "Return on Influence," is a highly readable primer on this brave new world of influence marketing."-- Wall Street Journal

"Social Media Examiner gives this brilliant and extraordinary book a full 5-star rating."--
Social Media Examiner

"In his easy-to-read manual, Schaefer fearlessly tackles the complexity and controversies of social media influence."

-- BookList Magazine

"Through timely and relevant anecdotes and an accessible writing style, (Schaefer) guides both veteran social media users and laypeople through the world of social influence.

VERDICT: *HIGHLY RECOMMENDED* for anyone interested in the sociological as well as the practical impacts of social media and marketing."

- The Library Journal

"This book is a pathfinding contribution on how social media platforms are reconstructing the traditional concept of influence. Schaefer demonstrates that the world of social media has enormous consequences (opportunities and problems) for people and organizations that seek online power and influence. The book is supercharged with examples, interviews, and case studies detailing the experiences and thoughts of industry leaders. Among the many attractive attributes of the book are appendixes that feature an excellent social media primer and a description of how the leading websites and platforms measure online personal influence. Schaefer offers a splendid description of Klout, the undisputed market leader among companies that measure the level of online influence. Many practical ideas are put forth on how to improve a Klout score by building a relevant network; a clear strategy to provide compelling content; and a system to engage those influencers and advocates most likely to distribute one's content virally. The book is essential for those who want a thorough understanding of online influence--how to gain it and why it is so important to organizations and individuals. Summing Up: Essential. Marketing and social media collections at all levels." (*Choice* 2013-01-01)

From the Author How do you become powerful on the Internet -- a world that rebels against rules, leaders and hierarchy? Seems impossible! And yet people are certainly becoming influential on the web every day. Trying to understand these dynamics and the vast differences between influence in the "real" world versus the online world led me on a fascinating journey where not all is as it appears to be! Through "Return On Influence," I take you along on the ride. It's a fun book to read filled with interesting characters, amazing stories, and the inspirational new "Citizen Influencers" who have learned to harness the power of the web and establish their own voice despite all odds. You can do it too and this book teaches you how. Influence has been democratized. This is your time, no matter where you are, what you look like, or where you live. This is a book that teaches you how to find YOUR Return On Influence. Thanks for buying my book!

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