

[PDF] Six Pixels Of Separation: Everyone Is Connected. Connect Your Business To Everyone.

Mitch Joel - pdf download free book

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Description:

From Publishers Weekly A digital marketing maven who parlayed a podcast into a thriving career, Joel extends the notion of human interconnectedness by six degrees to the virtual world. With abundant Internet social networking sites and mobile texting, we are all intrinsically connected, he argues in this accessible primer to capitalizing on connections to increase brand awareness. New breeds of entrepreneurs are being created daily, he asserts, using free publishing tools available on the Internet to create brands and develop audiences on a scale that rivals the biggest firms in the world. Joel cites such success stories as Gary Vaynerchuk of Wine Library, who transformed his

parents' New Jersey liquor store from a \$4 million business to a \$45 million one in five years by connecting to Facebook and Twitter and creating a video podcast to lure customers. More than a mere collection of inspirational case studies, the book offers practical advice, from choosing a catchy blog name to tips on Web presentation. Joel has created an eminently readable guide to harnessing the various tools available across the virtual landscape. *(Sept.)*

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About the Author Mitch Joel is President of Twist Image , an award-winning Digital Marketing and Communications agency. In 2008, Mitch was named Canada's Most Influential Male in Social Media, one of the top 100 online marketers in the world, and was awarded the highly-prestigious Canada's Top 40 Under 40.

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