



Socialnomics: How Social Media Transforms the Way We Live and Do Business

By Erik Qualman

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Socialnomics: How Social Media Transforms the Way We Live and Do Business By Erik Qualman

The benchmark book on to the effects and implications of social media on our daily lives, and how businesses can harness its power

Socialnomics is an essential book for anyone who wants to understand the implications of social media on our daily lives and how businesses can tap the power of social media to increase their sales, cut their marketing costs, and reach consumers directly. In this revised and updated second edition, author Erik Qualman presents new material based on meeting with 75 Fortune 1000 companies, 50 colleges and universities, and over 100 small businesses & non-profits since the first edition. Qualman's materials have been used from IBM to NASA to Harvard to local businesses.

- Lists the top ten easy opportunities that companies and organization miss when it comes to social media
- Describes where social media should reside in an organization and the necessary building blocks for success
- Explains why over 50 percent of companies still block social media to their employees and why this is a detriment to success
- Shares proper training methods for your ENTIRE organization on social media; not just the chosen few
- Reviews the top companies, organizations and individuals using social media, explaining what separates them from other companies and how to replicate their success

Social media can transform your business and your relationship with consumers. Discover what social media can do for you, and what you can do for others while using social media.

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Editorial Review

Review

“A 2010 Finalist for the Berry-AMA Book Prize for the Best Book in Marketing”

From the Author

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!

From the Inside Flap

Social Media.

Social media platforms like Facebook, YouTube, and Twitter are fundamentally changing the way businesses and consumers behave, connecting hundreds of millions of people to each other via instant communication. This is a massive socio-economic shift that is fundamentally changing the way consumers and companies communicate and interact with each other.

Welcome to the world of Socialnomics—where consumers and the societies they create online have a profound influence on our economy and the businesses that operate within it. Online word of mouth and the powerful influence of peer groups have already made many traditional marketing strategies obsolete. Today's best businesses and marketers are learning to profitably navigate this new landscape.

Brands can now be strengthened or destroyed by the use of social media. Advertising is less effective at influencing consumers than are the opinions of their peers, making direct-to-consumer marketing messages less valuable each day. But savvy companies are using online networking sites as massive focus groups and as an efficient means of communication with consumers. If social media isn't a part of your business strategy, you've already fallen behind the curve—and your competition.

In *Socialnomics*, Erik Qualman offers a fascinating look at the impact of social media on business to reveal what the future holds and how businesses can best take advantage of it. He explores how social media is changing the way businesses produce, market, and sell products; how it eliminates inefficient marketing tactics and middlemen; and how businesses are connecting directly with their customers through popular social media platforms.

Social media will continue to change the way businesses market products and how consumers and businesses interact with each other. If you're a marketer or business owner, the big question is whether you'll keep up with those changes. *Socialnomics* is an essential resource for anyone who wants to understand the implications of social media, and how to tap its power to increase sales, cut marketing costs, and communicate directly with consumers.

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Patrick Stokes:

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