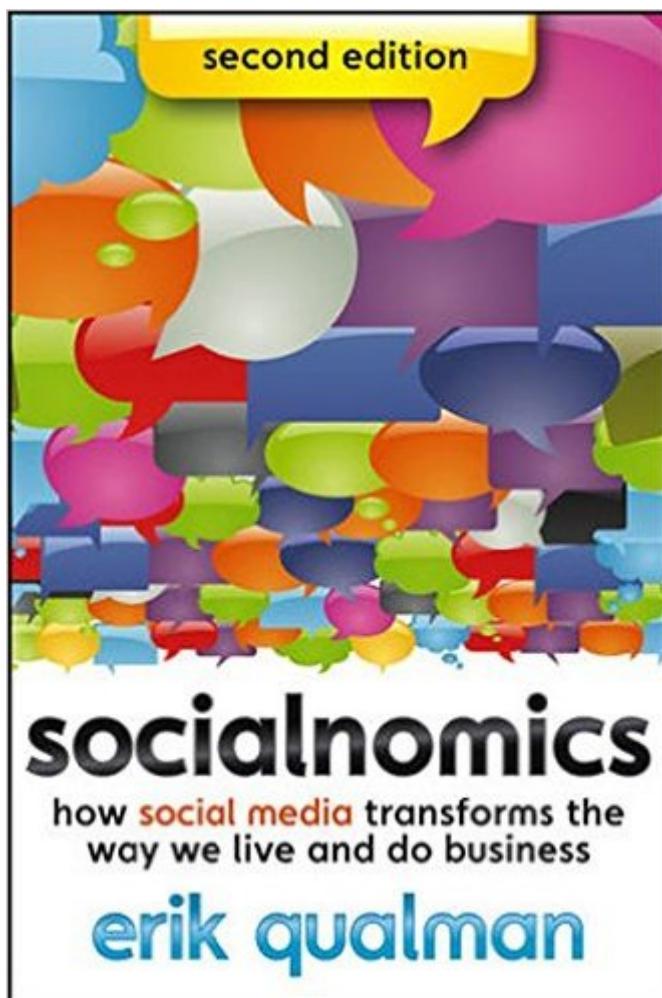


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# **Socialnomics: How Social Media Transforms The Way We Live And Do Business**



## **Synopsis**

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.

## **Book Information**

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## **Customer Reviews**

Qualman insightfully advises companies to patiently build relationships with customers through

social media, rather than instantly getting a customer's name and e-mail address into its database. "Good businesses realize that it's not all about the instant win of getting someone into a database," he says. "Rather it is cultivating that relationship via social media. If it's done correctly, you will have a relationship that lasts a lifetime." Throughout the book he tries, but doesn't quite succeed, to show how to "correctly" cultivate such relationships. Another insight: He says on page 111 that marketers will need to create content (news, entertainment, and how-to information, for example) for their websites, not just advertising messages. Unfortunately, insights like those are few and far between. Qualman's platitudinous premise is stated in the introduction, and again in the conclusion: "It's all about the economy, stupid. No, it's all about a people-driven economy, stupid. If anything, I hope that you have learned this from reading this book." (In the introduction, Qualman explained that the phrase "It's the economy, stupid" was coined in 1992 by James Carville, Bill Clinton's campaign manager. Qualman merely "adjusted" that phrase to create the book's alleged premise.) After reading the book, I still don't have the slightest idea how the "people-driven economy" differs from "the economy." Or what the adjusted phrase means. This book is full of superficial anecdotes and minuscule case studies, platitudes and generalizations, unsupported opinions, idle speculation, specious claims, inconsistent style, imprecise language, typos, and bad punctuation.

First, let me make it clear that I'm not an old grumpy throwback still trying to score deals in the classifieds section of my newspaper. I have an Internet history that dates back to the 80's and I design and engineer websites and I've done plenty of work on sites that either are social media sites or take advantage of social media sites. I have a very long view of social media and how far it's come and how it has disappointed. In the first paragraph of the introduction, Qualman writes "Just like social media itself, this book is written in sporadically digestible sound bites." This is all you need to know about this book. If you want a brainstorm of half-proven assertions that you can mine for ideas for your next marketing campaign, you'll probably find this book valuable. If you're looking to establish understanding and a long term outlook on social media, keep looking because another way that this book is like most social media is that it will have a short shelf life. Socialnomics promises to reveal how social media transforms the way we live and do business, but it doesn't reveal or inform so much as it presents a lot of loose anecdotes about the power of social media and how it appears to be affecting the world. While he occasionally makes a passing mention of the downside of social media, his tone is too often an infomercial-like positivity about the sheer awesomeness of social media. A particularly cringe-worthy example is how he closes his introduction by claiming that social media will reduce redundancy and recapture billions of hours

that can be redistributed toward the betterment of society. This is a bridge too far and if you're going to make paradigm changing predictions like this, you'd better devote some serious grey matter into backing it up.

Qualman does a very good job telling the reader why social media and social media marketing are not flash-in-the-pan fads that will be gone within a few years. Savvy marketers and brand builders must understand the new media environment in which they are operating and embrace it as the future. It is how things will be for a long time to come. Qualman helps you understand the environment and offers some insights on how others have leveraged social media to their perceived advantage. The problems I have with this book stem from my perception that the author offers what seem like well pondered conclusions but reveals no data, no research and very little support evidence or hard quantitation so I was left to wonder if these "facts" are based on hard data or on the author's own biases and cheery assumptions. He seems to talk about the 2008 U.S. presidential election a little too much throughout the book which is a bit annoying for business professionals looking for application and then late in the book Qualman delves into human resource management as related to social media and it just seems to go a bit overboard. Advice like, "[hire young talent and] simply get out of the way because the young talent may be vastly more talented in certain areas" may be accurate but it is so vague and general that it is worthless advice. One assumes he means that because young talent is much more in tune with social media that they will be able to perform better at job functions that have ties to social media, but again, no specifics, no details and no supporting evidence for this claim. It is at these moments in the book that it seems the author is a bit too much of a kool-aid drinking cheerleader simply repeating, "this changes everything." We've heard all the hype already.

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