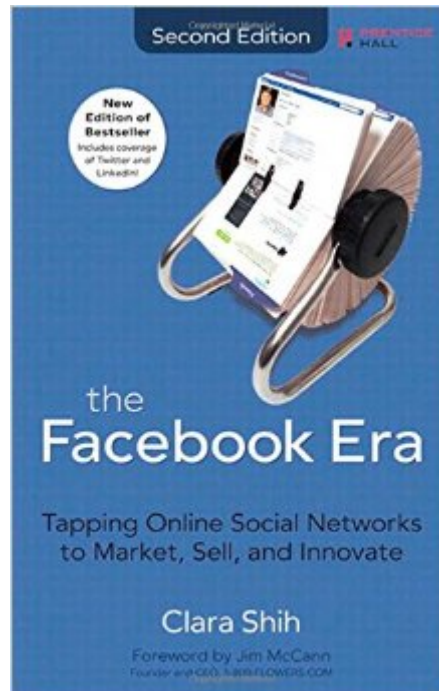


The book was found

The Facebook Era: Tapping Online Social Networks To Market, Sell, And Innovate (2nd Edition)



Synopsis

Clara's book is a fun read and can be useful to anyone who wants to learn more about this powerful new era we're in of social business. • "Tony Hsieh, CEO, Zappos • NEW Best Practices and Techniques for Growing Your Business with Facebook, Twitter, and LinkedIn! Completely Updated! • Five new chapters: planning/metrics, customer service, and much more • New and revamped case studies • New guest contributions from world-class experts, such as Charlene Li • New, instantly actionable "To Do" lists after every chapter • New Facebook discussion threads and much more! • Whatever your business or organizational goals, this book will help you use social networking to achieve them. Renowned social networking innovator Clara Shih brings together powerful new insights, best practices, and easy-to-use "To Do" lists packed with proven solutions from real-world case studies. • Writing for entrepreneurs and business professionals across marketing, sales, service, product development, and recruiting, Shih demonstrates how to move from tactical, reactive use of social networks toward strategic, proactive approaches "and how to accurately measure success. • This edition adds extensive new coverage, including hands-on techniques for hypertargeting, engaging customers through Twitter and LinkedIn, leveraging changing social norms, and much more. You'll also find more than three dozen guest contributions from world-class experts such as author Don Tapscott and Harvard Business School professor Mikolaj Piskorski, as well as a brand-new chapter on customer service and support, today's fastest-growing area of business social networking. • Shih has even added new chapters focused on advice for small businesses, healthcare and education organizations, nonprofits, and political campaigns "making this the one indispensable social networking guide for every organization!

Book Information

Paperback: 368 pages

Publisher: Addison-Wesley Professional; 2 edition (July 31, 2010)

Language: English

ISBN-10: 9780137085125

ISBN-13: 978-0137085125

ASIN: 0137085125

Product Dimensions: 5.9 x 1 x 8.9 inches

Shipping Weight: 1.1 pounds

Average Customer Review: 4.1 out of 5 stars • See all reviews (23 customer reviews)

Best Sellers Rank: #748,345 in Books (See Top 100 in Books) #109 in Books > Computers & Technology > Web Development & Design > User Generated Content #197 in Books > Computers & Technology > Internet & Social Media > E-Commerce #319 in Books > Computers & Technology > Business Technology > Social Media for Business

Customer Reviews

Book review by Richard L. Weaver II, Ph.D. It should be clear from the outset that I am reviewing the 2011 (second edition) of this book, not the first. Most of the reviews at .com (as I write this) are of the first edition, and there have been significant and important changes since then. Changes from the first edition? Shih writes of the changes on page 2: -- Each chapter now ends with a summary of takeaways and an actionable to-do list. -- There are now two dozen case studies and examples that bring concepts to life. -- Rather than discuss Facebook alone, Shih now offers extensive coverage of Twitter and LinkedIn as well. -- There are expert opinion sidebars from well-known social media authorities. -- Five new chapters have been added including one on customer service, one on innovation and collaboration, one on ways to develop an individualized Facebook Era plan, one that offers advice for small businesses, and one on advice for nonprofits, healthcare, education, and political campaigns. The book is divided into four parts: 1. Why social networking matters for business 2. Social networking across your organization 3. Step-by-step guide to social networking for business 4. Social networking strategy This is a basic book written for beginners. If you are a regular Facebook (Twitter, LinkedIn, MySpace, Renren in China, Mixi in Japan, Odnoklassniki in Russia), you may not find a whole lot that is new here, but Shih is not writing this book for you. I found the book informative, easy-to-read, and comprehensive. If there is anything about Facebook that you don't know, you will find it here.

I've never understood why Facebook is so admired - it now has about an \$80 billion valuation based on trade in the secondary markets with only \$4 billion in revenues, about \$1 billion in earnings, and 3,000 employees (vs. Microsoft's \$215 billion and 90,000, Google's \$200 billion and 31,000, and Boeing's \$55 billion and 164,500). So, I read Clara Shih's 'The Facebook Era,' figuring I couldn't go wrong since Clara recently replaced Sheryl Sandberg (Facebook's COO, and herself recommended by Larry Summers - the guy that didn't see the Great Recession coming and supports Free Trade along with the loss of millions of jobs) on Starbucks' board. Unfortunately, I still don't understand why Facebook has such a high valuation, though it does have 800 million members (WSJ, 12/22/11), and more than half its users log in at least once/day. Shih 'explains' Facebook's rapid growth as

large due to having created a trusted environment - laughable given its repeated publicity for poor privacy control. Shih also mentions that some retailers offer discounts (eg. Sears, for 'liking' its Facebook page; in any case, Sears is practically dead and a market leader in nothing) - however, I learned long ago that most discounts and sales are offered by overpriced vendors, and still fail to match eg. , Wal-Mart, etc. Regardless, I'm not impressed by earnings of less than \$1/user. Continuing, Shih points out that companies using Facebook can trend data - what company site offering feedback can't do that now? Oh, and Facebook facilitates personal selling via using one's friends as intermediaries - bet that goes over well; regardless, it seems quite expensive as well. Most of Facebook's ads are for small advertisers, per data firm comScore Inc.

[Download to continue reading...](#)

The Facebook Era: Tapping Online Social Networks to Market, Sell, and Innovate (2nd Edition)
Tapping: Learn EFT in 5 Min - The Effective Tapping Solution for Anxiety, Addictions, Weight Loss & Wealth by Using the Tapping Therapy
Social BOOM!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, ...
and Grind Your Competition into the Dirt Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks)
200 Items To Sell On eBay Right Now Box Set (6 in 1): Learn Over 200 Items To Sell On eBay Right Now For Huge Profits (eBay Mastery, How To Sell On eBay, eBay Secrets Revealed) How to Build a Facebook Community and Sell More Online Courses: The Edupreneur's Guide @>A Niche FB Readers, 200 Facebook groups to Promote your kindle romance books for free: Second Edition, FULLY updated for romance kindle books, 2016. (Facebook Guide for Authors) 101 Women's Clothing Brands To Sell On eBay: Learn which shirts jackets pants jeans sweaters hats shoes boots dresses coats and more sell for big money online Thrift Store Hustle: Easily Make \$1000+ A Month Profit Buying Items At Thrift Stores (Flip and Sell on , Reselling Online, Sell on eBay, Arbitrage Tips) How to Create and Manage a Facebook Page: Creating and Managing a Facebook Page Facebook Cookbook: Building Applications to Grow Your Facebook Empire Renegades Write the Rules: How the Digital Royalty Use Social Media to Innovate Social Media Free Tools: 2016 Edition - Social Media Marketing Tools to Turbocharge Your Brand for Free on Facebook, LinkedIn, Twitter, YouTube & Every Other Network Known to Man Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) The Everything Guide to Selling Arts & Crafts Online: How to sell on Etsy, eBay, your storefront, and everywhere else online (EverythingÂ®) The Everything Guide to Selling Arts & Crafts Online: How to sell on Etsy, eBay,

your storefront, and everywhere else online

Designing and Deploying 802.11 Wireless Networks: A Practical Guide to Implementing 802.11n and 802.11ac Wireless Networks For Enterprise-Based Applications (2nd Edition) (Networking Technology)

The Creativity Challenge: Design, Experiment, Test, Innovate, Build, Create, Inspire, and Unleash Your Genius

Innovate with iPad: Lessons to Transform Learning in the Classroom

How To Sell On Etsy And eBay Box Set (6 in 1): Learn The Secrets On Exactly How To Sell On Etsy and eBay For Massive Profits (Etsy Selling, eBay Secrets Revealed, Work From Home)

[Dmca](#)