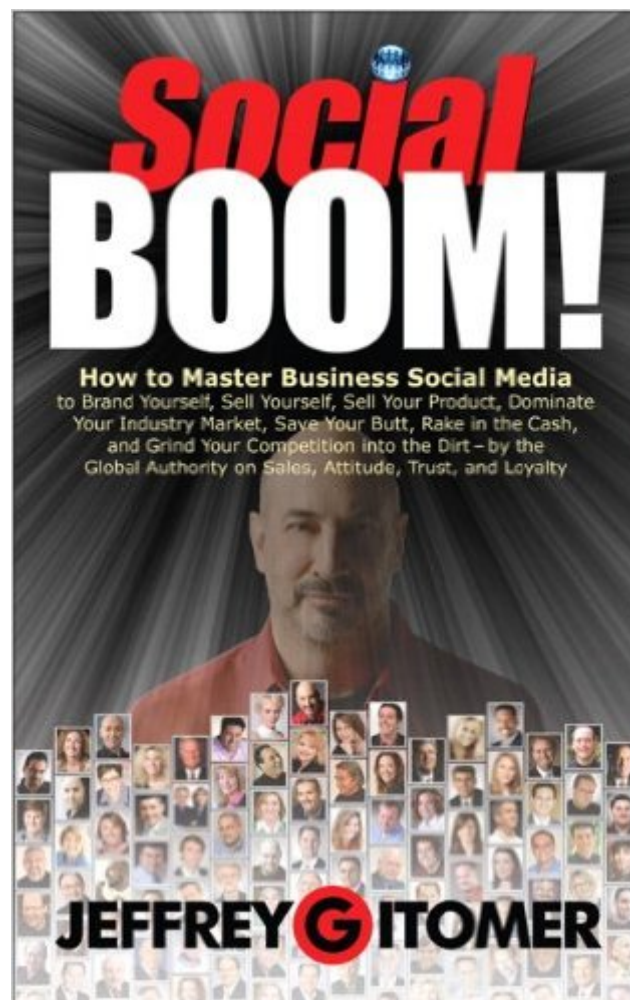


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# **Social BOOM!: How To Master Business Social Media To Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, ... And Grind Your Competition Into The Dirt**





## Synopsis

Social BOOM! addresses every aspect of social media, including the business periphery (blog, personal website, e-zine) that you need in order to create the real law of attraction. When you create a connection, it's an indicator that that prospect, or that customer, or that individual wants to continue the online relationship, which may lead to real business. Graduate from social media to business social media by creating value that others will perceive as important to fulfilling their needs. As you go through each aspect of this foundation-building, platform-building book, you will learn about the business social media tactics that author Jeffrey Gitomer and other experts are using right now. None of the ideas are random. All of them are fully tested and can be implemented by you, too. None of the ideas contain solicitation (buy my product, make a lot of money). All of them get you and your brand out there in a systematic way that will bring in dollars. Best of all, the strategies are presented in a way that will allow you to put them into practice immediately.

## Book Information

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## Customer Reviews

It is kind of surprising that the author of this book, who has quite an online following, has only come up with 8 reviewers for his book to date. Normally a "connected" Internet guy will leverage his or her followers through blog posts, tweets, and ezine messages to get positive reviews posted on for his book. That doesn't seem to be the case here. I wonder why??? I first heard of Gitomer in 2004 when I was working down in Charleston, SC for a nonprofit fundraising-consulting firm. The lead consultant loved getting Gitomer's "Sales Caffeine" ezine and clicking through to the sales rants

Gitmer penned and starred in. David would holler into my office and say: You gotta check out Gitomer on this rant. I'll have to admit some of those rants were pretty commical. Now, about the book at hand. I'm a tough grader when it comes to social media books these days. I've read a ton of them (and posted reviews for some) and there rarely is much worth reading printed these days. Social Boom is better than most, though. Not because the book is particularly enlightening. No, because it is NOT all that enlightening. What makes this book different is the author has written a book about what he does with regard to social media. And he has been pretty successful with it I might add. I recommend you read the book, but more importantly you should study everything the author has done online to build his Internet presence. It's all there to be found, looked at, studied, analyzed, and interpreted. It's the combination of the book and the author's online presence that make the book worth something. Gitomer is basically a sales trainer who has become an expert at self-promotion.

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