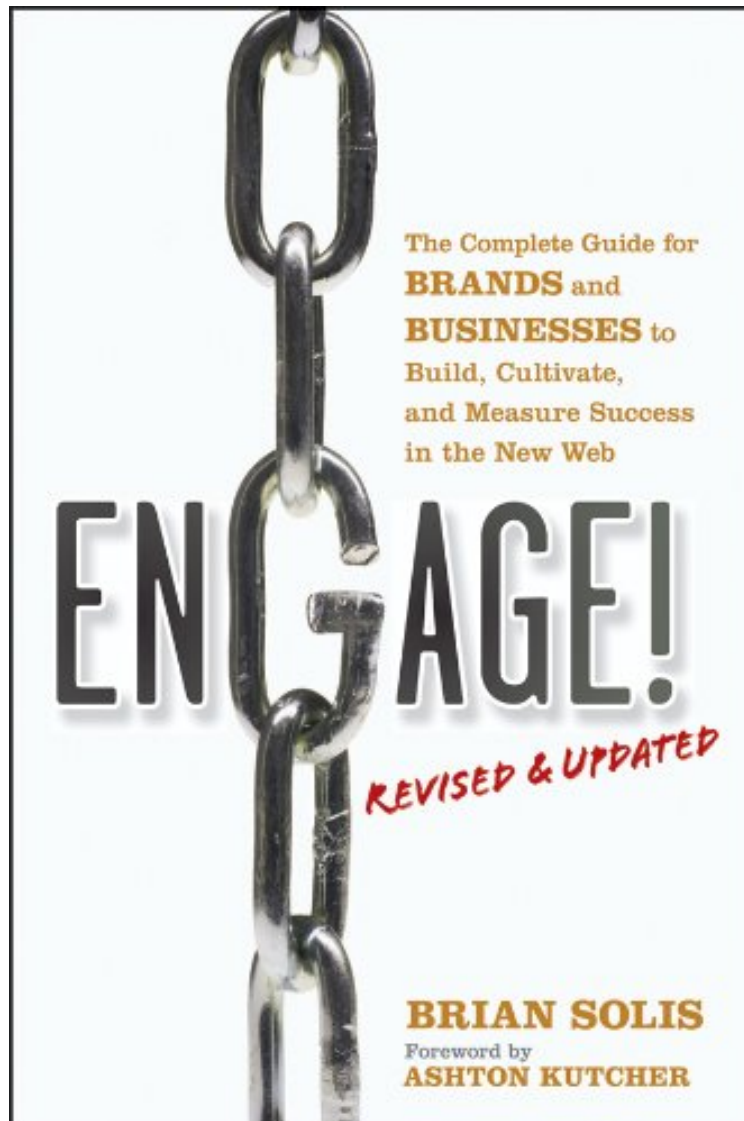


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Engage!, Revised and Updated: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web

Brian Solis

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Brian Solis : Engage!, Revised and Updated: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web before purchasing it in order to gage whether or not it would be worth my time, and all praised Engage!, Revised and Updated: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web:

1 of 1 people found the following review helpful. Should be about 100 pagesBy mjk280I wavered between a 2 or 3 star review for this, but I do feel like there's some good information here so I erred on the side of positivity. Here's the thing though:Somewhere around the halfway point there's not much point in doing anything more than skimming the rest. The book starts off as kind of inspiring to be honest. We are agents of change, at the forefront of a communication paradigm shift, etc etc. The author has also spearheaded many creative and interesting online engagement campaigns for huge corporations like Budweiser. They are interesting and educational to hear about, though more nuts and bolts of how they were conceived would've been invaluable.The problem is we don't hear enough about applying this kind of stuff, just a lot of empty platitudes most of the time. There's a very smart social media mind behind this book, but illustrating his methods on paper for others to learn from is not his strong suit. A lot of the info runs together (at least it seems to) and you realize pretty quickly that the book is padded to death. Some of the diagrams are ridiculous and incomprehensible. If you think I could actually connect 75-100 points of data on a chart (that looks like a two year old's drawing) and convince my boss that it makes sense and that we need a bigger social media presence, you could be convinced of a lot of things.It's not a terrible book, but it's kind of like when a world class athlete goes into coaching and fails miserably. They're naturally good at something but can't communicate to others how to apply their methods.PS: I was assigned this for a class as well and would suggest a chapter here and there at most. This kind of wishy washy content that's not applicable in the real world is what's wrong with contemporary academia.1 of 1 people found the following review helpful. Professors Please Stop Assigning This!By CustomerIf you are looking for a book filled with technical jargon, long-winded prose, and out dated references pick this up. This book is six years old and like most things on social media, it is out of date. I find it incredibly hard to believe that the author is award winning, because none of his information is relevant. This would be a great piece to reference in a lecture, but not to assign to students. I'm sure this book was a lot better when FriendFeed (whatever that is) was popular, but it doesn't connect with the audience and ultimately it falls flat because very little of the content is actually applicable to today.4 of 4 people found the following review helpful. The usual apocalypticBy Martin KarichI was very dissatisfied on this book. I could not find a single original concept or idea that made the book worthy. It constantly repeat the idea of "engage or die" and, as the usual apocalyptic analysis, does not go one step further on that. As the creator of the conversation prism i expected more from him and not a list fo links and research done by others.If you have some experience of interest in this field, the book is basic. If in the other side, you are new, you may find it an great. But for me, very ver lame and boring.

The ultimate guide to branding and building your business in the era of the Social Webmdash;revised and updated with a Foreword by Ashton Kutcher Engage! thoroughly examines the social media landscape and how to effectively use social media to succeed in businessmdash;one network and one tool at a time. It leads you through the detailed and specific steps required for conceptualizing, implementing, managing, and measuring a social media program. The result is the ability to increase visibility, build communities of loyal brand enthusiasts, and increase profits. Covering everything you need to know about social media marketing and the rise of the new social consumer, Engage! shows you how to create effective strategies based on proven examples and earn buy-in from your marketing teams. Even better, you'll learn how to measure success and ROI. Introduces you to the psychology, behavior, and influence of the new social consumer Shows how to define and measure the success of your social media campaigns for the short and long term Features an inspiring Foreword by actor Ashton Kutcher, who has more than 5 million followers on Twitter Revised paperback edition brings the book completely up to date to stay ahead of the lightning fast world of social media Today, no business can afford to ignore the social media revolution. If you're not using social media to reach out to your customers and the people who influence them, who is?

From the Inside FlapSocial media has democratized influence, forever changing the way businesses communicate with customers and the way customers affect the decisions of their peers. With platforms like Twitter, YouTube, and Facebook, anyone can now find and connect with others who share similar interests, challenges, and beliefsmdash;creating communities that shape and steer the perception of brands. Without engagement in these communities, we miss major opportunities to shape our marketing messages. However, use of the tools does not guarantee that people will listen. Engagement is shaped by the interpretation of its intentions. In order for social media to mutually benefit you and your customers, you must engage them in meaningful and advantageous conversations, empowering them as true participants in your marketing and service efforts. With Engage! as your guide, you can effectively compete in this new era of digital Darwinism while engendering the support of online champions. Social and participatory media significantly contribute to the success of every modern business, and with this book, you will find out how to: Create a space in the online ecosystem that truly represents your business and cultivates your customers' loyalty and trust Participate in the unique culture of each available social media platform to engage your customers Establish an organizational structure that constantly targets the next new media trend Attract online champions and change agents who will uncover the social networks you need to reach and the influencers who will help build your reputation in the networked world Consistently adapt your company to market needs and trends based

on the invaluable connections you forge and the empathy and insight you garner in the process. There are thousands of customers waiting to hear from you about your business and vision. It's the minimum ante to create a vibrant and loyal online community. When you engage, you will build an authoritative social network that increases your visibility, relevance, influence, and profitability. It's time to Engage!

From the Back Cover
The ultimate guide to branding and building your business in the era of the Social Web "The road from where you are to your business' future is neither paved nor marked. It's yours to discover, and this book is your compass to leadership." —Peter Guber, CEO, Mandalay Entertainment Group
"Affinity is personal and emotional. Without personifying the company and what it symbolizes, it's difficult for customers to connect with your brand. The concepts from this book can help your brand engage in a way that inspires communities to extend your message, promise, and reach." —Tony Hsieh, CEO, Zappos.com

Social media has forever changed the way businesses and customers communicate and also the way customers make their decisions. With networks like Twitter, YouTube, and Facebook, anyone can now find and connect with others who share similar interests and goals—creating communities that shape the perception of brands. Engage! tells you how to reach customers where they go for information and how to build valuable relationships that will also shape the future of your business. This revised paperback edition, with a Foreword by Ashton Kutcher, dubbed "Mr. Social" by Fast Company magazine, describes the steps required for conceptualizing, implementing, managing, and measuring a social media program. With this book, you will find out how to: Create a welcoming online space that cultivates your customers' loyalty and trust Attract online champions and influencers who will help build your reputation and increase attention Understand and adapt to market needs based on the insights you gain from engagement Measure your success and ROI Your customers are waiting to hear from you.

About the Author
BRIAN SOLIS is globally recognized as one of the most prominent thought leaders and published authors in new media. A digital analyst, sociologist, and futurist, Solis has influenced the effects of emerging media on business, sales, and marketing. He is principal of FutureWorks, an award-winning business consultancy in San Francisco, and has led social programs and change management initiatives for Fortune 500 companies and Web 2.0 startups. His blog, BrianSolis.com, is among the world's leading business and marketing websites.