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Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust

Chris Brogan, Julien Smith
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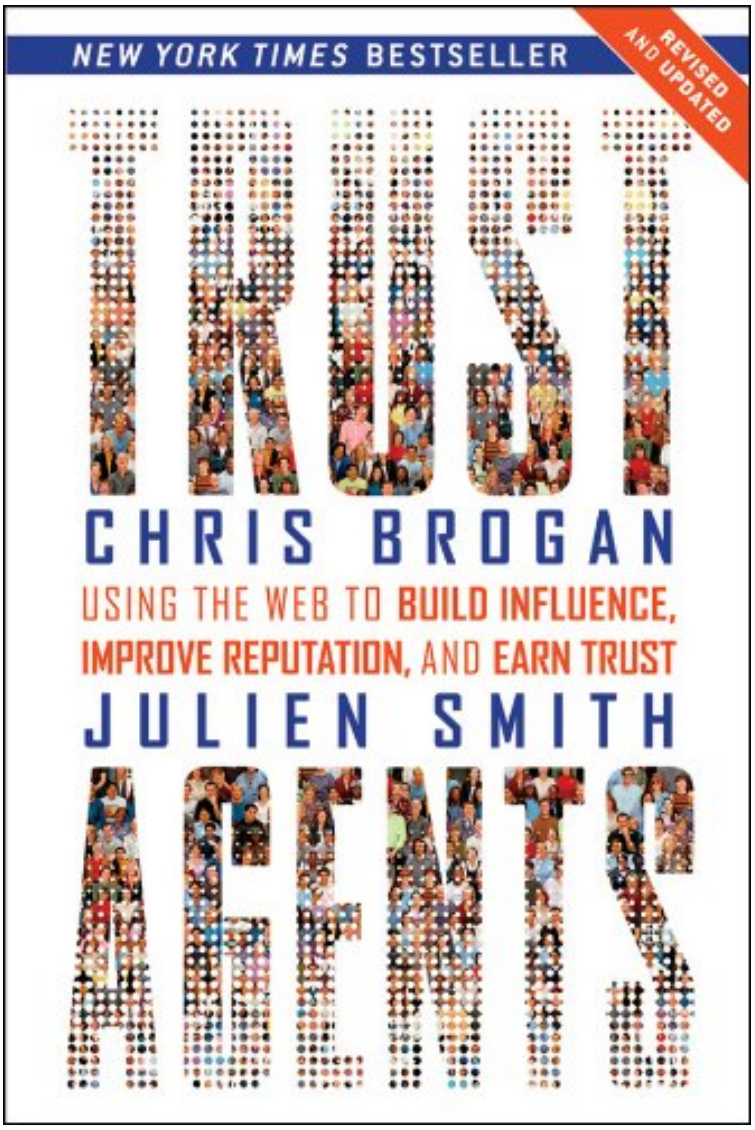

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Chris Brogan, Julien Smith : Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust before purchasing it in order to gage whether or not it would be worth my time, and all praised Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust:

8 of 8 people found the following review helpful. Dale Carnagie 2.0By Joe MarksThis book - with such a cool title - was somewhat mediocre IMHO...While the two authors certainly do a great job of inducing you to "like-them" and try to come across as "one of us" - the main disappointment I have with this book is that there are few (if any) "ah-ha"

moments! These are the things I want in a book..Stimulating new ideas, concepts, and notions that make me go "Ah-ha!" and make new mental connections.If I had to sum this book up it would be Dale Carnegie (his book - "How to make friends and influence people") meets the Godfather (remember the line paraphrased: "I will do this for you now - and someday I will ask you for a favor which you cannot refuse", and Goodfella (remember the line: "he is a Goddfella, one of us").On the positive side - it is a very easy read (somewhat wordy and obvious in places though) - and the best part are the specific "Action Steps" which I did find valuable. Good intro to nuts'n-bolts of Web 2.0.A decent read but would like to have been a little more amazed with new concepts from these two Trust Agents.-Joe M.8 of 8 people found the following review helpful. Social Media -- "Business, it feels, is becoming an art"By Marylene Delbourg-Delphis"Do you see yourself as a Trust Agent?" I asked an entrepreneur. "Kind of," he responded somewhat coquettishly, immediately mentioning that he had thousands of followers on Twitter for his company. He "had a reputation," and he had "earned it." As if any reputation were a "good" one by default (the internet version of "any publicity is good publicity")! As if a "good" reputation at any given time entitled anybody or any company to be trusted in perpetuity. Madoff was a "Trust Agent" in his field, and remained so for a long time mainly because people are so scared at the idea of trusting people that they are even more scared at the idea of questioning the trust they have placed in them... All of this to say that this book addresses anybody: the perpetweeters who feel like inductees into the Web-pantheon -- yet could be dismantled as easily as any statues - and, of course, those who wonder how to expand their influence.The book is structured around the six main features of a Trust Agent:1. They make they own game. Nothing to do with ego packaging. They are the people who set new rules and provide a novel or interesting perspective on things.2. They are "one of us." The expression "social media" maybe somewhat redundant, except that the Web can also be the playing ground of antisocial nerds and weirdos. Trust Agents are people we can relate to and care about others.3. They understand the principle of the lever - or the Archimedes effect ("Give me a place on which to stand, and I will move the earth") and empower others.4. They are marvel-ous connectors -- they have the power of an "Agent Zero." "No matter where they go, trust agents have a desire to connect good people together." They are not mere networkers and are more like relationship facilitators.5. They are human artists. On the Web, we are deprived on 93 percent of all the human signals (38 percent vocal tones and 55 percent body movement), which exposes anybody to a number of blunders. They understand the subtle aesthetics and the etiquette of communication.6. They know how to "build an army." You can't do it alone. But how can you best convince thousands of ronin and lone rangers to join in and follow? The loyalty of people is first and foremost your loyalty, as a Trust Agent, to them. The Kmart incident let the authors realize that "there are agreements, often implicit, between people and that these social contracts need to be clear and understood at all times."The chapter "Build an Army" ends with an interesting statement: "Most of the meat of the business isn't in using these [social media] tools, but rather in how they are applied uniquely to your organization." The how requires a new type of skill, and tellingly enough, the conclusion of the book starts with an interesting statement: "Business, it feels, is becoming an art," the art of humanizing people that you may never see, and at looking at a random collection of people as real human beings emotionally connected by what the authors often call a "social contract." Push marketers are doomed to belong to another age, and social media marketing, still kind of a sidekick in marketing organizations, will be the cornerstone of the next marketing age - one governed by a completely new understanding of the value of customer service.I like this book for many reasons. It's pragmatic and offers actionable advice to individuals and business leaders. I like the underlying assumption of a good-natured, transparence-driven popular sovereignty of digital natives that trust agents must respect to remain trust agents - and not turn into a body of traders controlling the social media business. I was interested by the fact that it is written by two authors who end up complementing each other as they express the complexity of a social media scene, the strange confluence of behaviors that we have caught from living on the Internet for the last 15 years, playing computer and video games (from the first SimCity to MMO games), reading American comic-books while still breathing in the real world.1 of 1 people found the following review helpful. Don't delay, get it today!By Lisa ScarbroughThis is a great book for anyone who needs to understand how to properly use social media for business. I have been a long time follower of Chris Brogan, and the book didn't disappoint. I got this book to do a final project book review for grad school, and realized I should have picked it up much sooner.

The New York Times and Wall Street Journal bestseller-now in a new, updated paperback edition Today's online influencers are Web natives who trade in trust, reputation, and relationships, using social media to accrue the influence that builds up or brings down businesses online. In Trust Agents, two social media veterans show you how to tap into the power of social networks to build your brand's influence, reputation, and, of course, profits. In this revised paperback version, learn how businesses are using the latest online social tools to build networks of influence and how you can use those networks to positively impact your business. Combining high-level theory and practical actions, this guide delivers actionable steps and case studies that show how social media can positively impact your business. New edition features specific first moves for entering social media for small businesses, educators, travel and hospitality enterprises, nonprofit organizations, and corporations Authors both have a major presence on the social Web as well as years of online marketing and new media experience If you want your business to succeed, don't sit on the sidelines

while new markets and channels grow. Instead, use the Web to build trust with your consumers using Trust Agents.

From the Inside FlapThere's no question that the Internet has changed the way we do businessmdash;especially when it comes to marketing. Consumer environments are short on trust and populated by consumers who are cynical, savvy, and informed. Though it's easier than ever to reach your customers, it's less likely that they'll listen. Today, the most valuable online currency isn't the dollar, but trust itself. At the same time, social networks and personal connections have far more influence on consumers than your marketing messages ever willmdash;unless your business knows how to harness them. In Trust Agents, two social media veterans show you how to tap into the power of these networks to build your brand's influence, reputation, and profits. Trust agents aren't necessarily marketers or salespeople; they're the digitally savvy people who use the Web to humanize businesses using transparency, honesty, and genuine relationships. As a result, they wield enough online influence to build up or bring down a business's reputation. This book will show you how to build profitable relationships with trust agents, or become one yourself. In an online world defined by its transparency, becoming a trust agent is no easy task, but once you've established your reputation, you can build influence, share it, and reap the benefits of it for your business. When you've learned a trust agent's secrets, your words can carry more power and more weight than any PR firm or big corporate marketing department. Learn to use the power of the Web and social networks for your business now. Trust Agents gives you all the tools and strategies you need to do it the right waymdash;honestly, effectively, and profitably.From the Back CoverThe revised and updated edition of the breakthrough bestseller Trust Agents has been widely acclaimed for its new approach toonline marketing. Now, in this revised and updated edition, social media veterans Chris Broganand Julien Smith show you how to tap into the power of social networks to build your brand'sinfluence, reputation, and profits. Combining high-level theory and practical advice, they deliveractionable strategies and real case studies that show how social media can positively impact your business. Let Trust Agents give you the keys to building customer loyalty online so your business can succeed in new markets and channels today! Praise for Trust Agents "Wow! Every once in a while you find a book that is a sit up in your chair, take notes, tell yourfriends, change your life breakthrough. This is that book. No kidding, you can trust me." mdash;Seth Godin, author of Tribes "Social media may be a phenomenon, but it's not a fad. It has forever changed the waycompanies communicate with their customers. Trust Agents is the blueprint for doing it right." mdash;David B. Thomas, Social Media Manager, SASAbout the AuthorChris Brogan is a leadingauthority on blogs, highly ranked by Technorati.com. With over ten years of blogging and media making under his belt, Chris is one of the most widely read and respected bloggers on social software and methods out there today. Julien Smith has been involved in Web communities for the last ten years. He was among the first adopters of podcasting and nowactively works with startups to help build a trusted audience on the Web.