Viral Loop From Facebook To Twitter How Todays Smartest Businesses Grow Themselves

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Return on Engagement Tim Frick 2013-04-26 Achieve the return on engagement that you seek with integrated strategies for honing and maintaining online relationships through personal interaction and compelling digital content. You get specific techniques for Web page optimization, credibility-based design, keyword targeting, viral video, content dissemination through RSS feeds, and more. Integral tools, such as content management systems, blog software, analytics, browser extensions and API's are also covered in great detail. Return on Engagementalso gives you contextual descriptions of these tools and techniques that answer the important questions of how, when, where and, perhaps most importantly, why you should implement them. Arranged into four sections-Strategy, On-Site, Off-Site, and The Return-the book is a comprehensive resource for integrating these methods into your business and marketing workflow for concrete results. Return on Engagementincludes: * Detailed real-world examples of individuals and organizations that have implemented these techniques and reaped the benefits * Hands-on tutorials with screen grabs that cover how to use the digital marketing tools outlined in the book * Companion Web site (www.returnonengagement.net) offers code snippets, links, resources, RSS feeds, profiles, community interaction, a free bonus chapter, and more

Growth Hacker Marketing Ryan Holiday 2014-09-30 A primer on the future of PR, marketing and advertising — now revised and updated with new case studies "Forget everything you thought you knew about marketing and read this book. And then make everyone you work with read it, too." —Jason Harris, CEO of Mekanism Megabrands like Dropbox, Instagram, Snapchat, and Airbnb were barely a blip on the radar years ago, but now they're worth billions—with hardly a dime spent on traditional marketing. No press releases, no TV commercials, no billboards. Instead, they relied on growth hacking to reach users and build their businesses. Growth hackers have thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable. They believe that products and businesses should be modified repeatedly until they're primed to generate explosive reactions. Bestselling author Ryan Holiday, the acclaimed marketing guru for many successful brands, authors, and musicians, explains the new rules in a book that has become a marketing classic in Silicon Valley and around the world. This new edition is updated with cutting-edge case studies of startups, brands, and small businesses. Growth Hacker Marketing is the go-to playbook for any company or entrepreneur looking to build and grow.

Wat zou Google doen ? / druk 3 Jeff Jarvis 2009-08 Beschrijving van de gevolgen van internet voor de bedrijfsvoering van ondernemingen, met als voorbeeld het Amerikaanse internetbedrijf Google.

Reimagining Innovation; the Future of Exponential Leadership Aaron Bare 2020-08-20 Bill Gates, Windows, and Microsoft changed the world . . . but they were just the beginning. With the rise of digital technology, business moves at unprecedented speeds and now moves at an exponential pace. This pace is wreaking havoc to the business landscape as we know it. Disruption has brought "too big to fail" companies to their knees in a matter of months and it has made some industries obsolete. Any company or leader that doesn't move at an exponential pace will be crushed by the new, massively transformative exponential organizations. These organizations are quickly expanding their purpose and invading new industries every day. Guides like Bill Gates, Jeff Bezos, Elon Musk, and more continue to provide us a roadmap for how to navigate the exponential horizon. Through a collection of nine keys of exponential leadership, we have created a formula to navigate the disruption. Exponential leadership—combined with emerging technologies, change, and disruption—will not only disrupt the world but will save it. It is time for a new generation of leadership. A leader that is purposeful, conscious, digital, and above all, exponential. Join us for a journey to reimagine innovation.

Secrets of Silicon Valley Deborah Perry Piscione 2013-04-02 While the global economy languishes, one place just keeps growing despite failing banks, uncertain markets, and high unemployment: Silicon Valley. In the last two years, more than 100 incubators have popped up there, and the number of angel investors has skyrocketed. Today, 40 percent of all venture capital investments in the United States come from Silicon Valley firms, compared to 10 percent from New York. In Secrets of Silicon Valley, entrepreneur and media commentator Deborah Perry Piscione takes us inside this vibrant ecosystem where meritocracy rules the day. She explores Silicon Valley's exceptionally risk-tolerant culture, and why it thrives despite the many laws that make California one of the worst states in the union for business. Drawing on interviews with investors, entrepreneurs, and community leaders, as well as a host of case studies from Google to Paypal, Piscione argues that Silicon Valley's unique culture is the best hope for the future of American prosperity and the global business community and offers lessons from the Valley to inspire reform in other communities and industries, from Washington, DC to Wall Street.

Scaling up Verne Harnish 2015-10-21 Succesauteur en consultant Verne Harnish beantwoordt de belangrijkste vragen over groei voor jouw bedrijf. Met inzichten die toepasbaar zijn bij elke groeifase. Verne Harnish biedt met 'Scaling up' een beproefd recept waarmee je groei initieert en begeleidt. Hij beantwoordt hierin vragen als: hoe kan ik mijn organisatie laten groeien dit jaar? En daarna? Hoe richt ik mijn organisatie in voor duurzame en constante groei? Hoe maak ik een helder strategisch én operationeel plan voor mijn mensen? Hoe haal ik meer uit mijzelf en mijn team? 'Scaling up' is een praktische, gedegen methode om een langetermijnstrategie op te zetten en die vervolgens terug te brengen tot wat de organisatie het komend kwartaal moet doen. De methode is een combinatie van effectiviteit (met de juiste mensen de goede dingen doen) en efficiëntie (de dingen goed doen). Naast een gezonde basis voor groei biedt dit boek ook een eenvoudig model om de groei inzichtelijk te maken en te bewaken. Je beperkt je tot vier beslissingsvelden: mensen, strategie, uitvoering en cashflow. Zo kost een effectieve uitvoering minder dan vijf uur per week! Met dit werkboek houd je de vinger aan de pols van de bedrijfsgroei.

Social Networking Phillip Ryan 2011-01-15 Explores social networking, one of the quickest ways to connect with others who wish to be found.

Viral Loop 2010

We Are What We Sell: How Advertising Shapes American Life. . . And Always Has [3 volumes] Danielle Sarver Coombs 2014-01-15 For the last 150 years, advertising has created a consumer culture in the United States, shaping every facet of American life—from what we eat and drink to the clothes we wear and the cars we drive. • Includes original essays by noted cultural and advertising historians, commentators, and journalists • Provides analysis from experts in advertising and popular culture that places American advertising in historical and cultural context • Supplies a comprehensive examination of advertising history and its consequences across modern America • Presents an extensive analysis of the role of new media and the Internet • Documents why advertising is necessary, not only for companies, but in determining what being "an American" constitutes

The Power of Customer Misbehavior M. Fisher 2013-11-01 To stay competitive, firms need to build great products but they also need to lend these products to the uses and misuses of their customers and learn extensively from them. This is the first book to explore the idea that

allowing customers to adapt features in online products or services to suit their needs is the key to viral growth.

Blood Highways Adam L. Penenberg 2014-01-07 Blood Highways is the heart-wrenching account of the biggest product liability case in history: the Ford-Firestone fiasco. At the center of the story are two people: Tab Turner, a charismatic trial attorney from Arkansas, who has made a career out of forcing Ford and other automakers to own up to knowingly trade human lives for profits; and Donna Bailey, a single mother and outdoor enthusiast who fought back from the brink of death to confront those ultimately responsible for her accident. Weaving together harrowing depictions of the accidents and their consequences with the stories of the men and women who labor to police the auto industry and its reckless cost-cutting, Blood Highways will transform the way you view corporations, the government, the courts, and the media. Above all, this book shows the price the public pays in wrecked and mangled lives when companies focus more on shaving costs than making quality products.

Computational Social Networks Ajith Abraham 2012-08-14 This book is the second of three volumes that illustrate the concept of social networks from a computational point of view. The book contains contributions from a international selection of world-class experts, concentrating on topics relating to security and privacy (the other two volumes review Tools, Perspectives, and Applications, and Mining and Visualization in CSNs). Topics and features: presents the latest advances in security and privacy issues in CSNs, and illustrates how both organizations and individuals can be protected from real-world threats; discusses the design and use of a wide range of computational tools and software for social network analysis; describes simulations of social networks, and the representation and analysis of social networks, with a focus on issues of security, privacy, and anonymization; provides experience reports, survey articles, and intelligence techniques and theories relating to specific problems in network technology.

Grouped Paul Adams 2011-11-22 The web is undergoing a fundamental change. It is moving away from its current structure of documents and pages linked together, and towards a new structure that is built around people. This is a profound change that will affect how we create business strategy, design, marketing, and advertising. The reason for this shift is simple. For tens of thousands of years we've been social animals. The web, which is only 20 years old, is simply catching up with offline life. From travel to news to commerce, smart businesses are reorienting their efforts around people–around the social behavior of their customers and potential customers. In order to be successful, businesses will need to understand how people are connected, how their social network influences them, how the people closest to them influence them the most, and how it's more important for marketers to focus on small, connected groups of friends rather than looking for overly influential individuals. This book pulls together the latest research from leading universities and technology companies to describe how people are connected, and how ideas and brand messages spread through social networks. It shows readers how to rebuild their business around social behavior, and create products that people tell their friends about.

Winning the Reputation Game Grahame R. Dowling 2016-04-22 Core strategies for creating a corporate reputation that will provide a competitive advantage in the marketplace: a back-to-basics approach. What does a company have to do to be admired and respected? Why does Apple have a better reputation than, say, Samsung? In Winning the Reputation Game, Grahame Dowling explains. Companies' reputations do not derive from consultant-recommended campaigns to showcase efforts at corporate transparency, environmental sustainability, or social responsibility. Companies are admired and respected because they are "simply better" than their competitors. Companies that focus on providing outstanding goods and services are rewarded with a strong reputation that helps them gain competitive advantage. Dowling, who has studied corporate reputation–building for thirty years, describes two core strategies for creating a corporate reputation that will provide a competitive advantage: to be known for being Best at Something or for being Best for Somebody. Apple, for example, is best at personal technology products that enhance people's lifestyles. IKEA is best for people who want well-designed furniture at affordable prices. Dowling covers such topics as the commercial value of a strong reputations—including good employees, repeat customers, and strong share price; how corporate reputations are formed; the power of "being simply better"; the effectiveness of corporate storytelling (for good or ill; Kenneth Lay of Enron was a master storyteller); and keeping out of trouble. Drawing on many real-world examples, Dowling shows how companies that are perceived to be better than their competitors build

strong reputations that reflect past success and promise more of the same. Companies that artificially engineer a reputation with irrelevant activities but have stopped providing the best products and services available often wind up with mediocre—or worse—reputations.

Global Issues and Ethical Considerations in Human Enhancement Technologies Thompson, Steven John 2014-04-30 With rapid advancements in human enhancement technologies, society struggles with many issues, such as definition, effects, participation, regulation, and control. Current and future initiatives in these technologies may not be in the participants' best interests; therefore, it is imperative for research on humanitarian considerations to be available to those affiliated with this field. Global Issues and Ethical Considerations in Human Enhancement Technologies compiles prestigious research and provides a well-rounded composite of the field's role in emerging technologies. Addressing both present and future concerns, this publication serves as a valuable reference work for researchers, students, professionals, and practitioners involved in computer science and the humanities, as well as many engaged in a humanities approach to metasystems, new artificial life, and robotics.

Publicidad contagiosa Silvia Sivera 2016-06-30 El marketing viral se inoculó en el panorama profesional publicitario como una vacuna eficazy económica contra la supuesta inmunidad de las audiencias a los mensajes comerciales. Conseguir que fueran los consumidores quienes transmitieran los anuncios espontáneamente entre sus redes sociales se consideró la panacea en un mercado comunicativo sobresaturado. Sin embargo, la publicidad boca a oreja, basada en recomendaciones, ya conseguía el mismo objetivo desde tiempos ancestrales. Fueron las tecnologías de la información y de la comunicación (TIC) las que posibilitaron el salto exponencial hacia la publicidad viral y, en consecuencia, un cambio de magnitudes sin precedentes: los contenidos comerciales pasaban a ser compartibles a escala planetaria, a la velocidad de un clic.Este libro se centra en detectar las claves creativas comunes que detonaron el contagio de 651 vídeos publicitarios entre los usuarios de las redes sociales digitales.A partir de un constructo analítico formado por drivers creativos, cepas virales y la variable ambigüedad, se propone la fórmula V = cc (d+c) + a, como base inspiradora para crear publicidad altamente contagiosa.

Exponential Theory Aaron D. Bare 2021-10-12 "A Blueprint for Future Entrepreneurs"-Daymond John, Shark Tank Investor"Innovating Through Extreme Uncertainty"-Ash Maurya, Lean Canvas Creator According to Steve Jobs, "Innovation distinguishes between a leader and a follower." The rise of digital technology in business has made this statement truer now more than ever. Today, businesses can be created, marketed, and ready to interact with customers in the blink of an eye, with nothing more than an internet connection! This accelerated pace of business is wreaking havoc on companies that are "too big to fail," sometimes in a matter of months. Any company or leader that doesn't move at an exponential pace will be crushed by new, massively transformative organizations that are invading new industries every day. Thankfully, guides like Bill Gates, Jeff Bezos, and Elon Musk continue to provide us a roadmap for navigating this exponential horizon. Exponential Theory provides ten keys of exponential leadership in order to solve climate change, social imbalances, and other wicked problems. It is time for a new generation of leadership—one that is purposeful, conscious, digital, and above all, exponential.

Trial and Terror Adam L. Penenberg 2012-08-13

Coders Clive Thompson 2019-04-04 From revolution on Twitter to romance on Tinder, we live in a world constructed of code – and coders are the ones who built it for us. In Coders, acclaimed tech writer Clive Thompson offers an illuminating reckoning with the most powerful tribe in the world today, computer programmers, asking who they are, how they think, and what should give us pause. Along the way, Thompson ponders the morality and politics of code, including its implications for civic life and the economy, and unpacks the surprising history of the field, beginning with the first coders – brilliant and pioneering women, who were later written out of history. To understand the world today, we need to understand code and its consequences. With Coders, Thompson offers a crucial insight into the heart of the machine. 'By breaking down what the actual world of coding looks like . . . [Thompson] removes the mystery and brings it into the legible world for the rest of us to debate.' New York Times 'Masterful . . . [Thompson] illuminates both the fascinating coders and the bewildering technological forces that are transforming the world in which we live.' David Grann, author of The Lost City of Z

Sky Rivals Adam L. Penenberg 2016-02-16 During the Golden Age of Aviation in the 1920s and 1930s, two great pilots stood above the rest:

one-eyed Oklahoma farm boy Wiley Post, shy and awkward on the ground but a daredevil in the sky; and Jimmie Mattern, a handsome, charismatic Hollywood stunt pilot from Texas. The whole world followed their exploits through screaming newspaper headlines as they flew in planes made of little more than wood, canvas, and bailing wire, competing to be the first solo flier to circumnavigate the earth. Only one would succeed, though the other would become more famous than he could have ever imagined. And both would change the face of aviation forever.

Knowledge Discovery and Data Design Innovation Hawamdeh Suliman 2017-10-19 To navigate the complex ecosystem of societal challenges, the International Conference on Knowledge Management Conference (ICKM 2017) focused on big data and data analytics as part of the relationship to the wider concept of knowledge management processes and practices. This book includes top papers presenting the major, and diverse, topics discussed at the conference. The papers covered various aspects of big data ranging from enhancing access to the big data to facilitating its wide applications in healthcare, social media, library and information centers, governments, and corporations.

The Ultralight Startup Jason L. Baptiste 2012-04-12 "When I was first starting out, I had to learn many things by trial and error, and I know I could have saved myself a lot of grief if someone had given me advice on what to do. I hope this book will help and inspire you to pursue your passion while avoiding some of the mistakes I made." It's easier than ever before to launch a startup. But in a world where barriers to entry are virtually nonexistent and everyone wants to be the next Facebook, competition is fierce. If you're just beginning and lack the money and clout to make an automatic splash, how do you differentiate yourself from all the rest? Jason Baptiste knows firsthand what it takes. After launching his first company while still in college, he cofounded his current venture, Onswipe, in his early twenties, turning it into a multimillion-dollar company in less than a year. Now, drawing on his own experience as a bootstrapping but hungry entrepreneur, as well as on examples from today's most famous companies, he guides would-be tech moguls through every stage of the process—from testing a concept to acquiring customers to determining the best pricing model—in a cheap, practical way. Among his strategies: • Build the product you wish you had: Four-square founder Dennis Crowley created an early version of his product because he wanted to keep in touch with former colleagues. • It doesn't have to be sexy to make money: Dropbox took the world by storm by offering a great solution to a mundane problem—online storage. • Be bold when promoting yourself: Online payment service WePay capitalized on dissatisfaction with industry leader PayPal by dumping six hundred pounds of ice in front of a developer conference. • Attract fans to attract customers: Budget tracking site Mint.com created its initial user base by offering original and useful content about personal finance. Baptiste shows you don't need an MBA, a trust fund, or even experience running your own company to become a star in the tech world. The Ultralight Startup is a comprehensive, easy-to-follow guide that will prepare any entrepreneur to take his or her idea to the next level.
Appity Slap

Digital Entrepreneurship Futonge Nzembayie, Kisito 2022-03-10 Recognizing how the lines between digital and traditional forms of entrepreneurship are blurring, this forward-thinking book combines digital technology and entrepreneurship perspectives to advance knowledge on this paradigm-shifting typology of entrepreneurship.

Connecting Organizational Silos Frank Leistner 2012-09-05 Practical guidance on how to successfully introduce enterprise social networks to connect employees While there are a fast growing number of books around social media and enterprise 2.0, the focus is often on the technical tools. Connecting Organizational Silos approaches social media and enterprise 2.0 from a knowledge flow management perspective. It offers practical and specific guidance on what to do and what not to do when introducing social media in an organization. This concise, easy-to-read guide offers a nuts-and-bolts look at how to get started in social media and drive it to success. Examines knowledge flows and the deployment of social media networks within organizations Helps organizations become more successful in introducing social media tools and platforms into their organizations By incorporating social media into their business, organizations will be able to make better use of their member's knowledge and thereby become more competitive. Connecting Organizational Silos discusses all aspects of enterprise social media and how it can help to drive corporate growth.

Traction Justin Mares 2014-08-26 Most startups end in failure. Almost every failed startup has a product. What failed startups don't have are enough customers. Traction Book changes that. We provide startup

founders and employees with the framework successful companies use to get traction. It helps you determine which marketing channel will be your key to growth. "If you can get even a single distribution channel to work, you have a great business." -- Peter Thiel, billionaire PayPal founder The number one traction mistake founders and employees make is not dedicating as much time to traction as they do to developing a product. This shortsighted approach has startups trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail. We developed our traction framework called Bullseye with the help of the founders behind several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We interviewed over forty successful founders and researched countless more traction stories -- pulling out the repeatable tactics and strategies they used to get traction. "Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist Traction will show you how some of the biggest internet companies have grown, and give you the same tools and framework to get traction.

The SAGE International Encyclopedia of Mass Media and Society Debra L. Merskin 2019-11-12 The SAGE International Encyclopedia of Mass Media and Society discusses media around the world in their varied forms—newspapers, magazines, radio, television, film, books, music, websites, social media, mobile media—and describes the role of each in both mirroring and shaping society. This encyclopedia provides a thorough overview of media within social and cultural contexts, exploring the development of the mediated communication industry, mediated communication regulations, and societal interactions and effects. This reference work will look at issues such as free expression and government regulation of media; how people choose what media to watch, listen to, and read; and how the influence of those who control media organizations may be changing as new media empower previously unheard voices. The role of media in society will be explored from international, multidisciplinary perspectives via approximately 700 articles drawing on research from communication and media studies, sociology, anthropology, social psychology, politics, and business.

Human Rights and Ethics: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources 2014-09-30 In today's increasingly interconnected and global society, the protection of basic liberties is an important consideration in public policy and international relations. Profitable social interactions can begin only when a foundation of trust has been laid between two parties. Human Rights and Ethics: Concepts, Methodologies, Tools, and Applications considers some of the most important issues in the ethics of human interaction, whether in business, politics, or science and technology. Covering issues such as cybercrime, bioethics, medical care, and corporate leadership, this four-volume reference work will serve as a crucial resource for leaders, innovators, educators, and other personnel living and working in the modern world.

Social Multimedia Signals Suman Deb Roy 2014-08-11 This book provides a comprehensive coverage of the state-of-the-art in understanding media popularity and trends in online social networks through social multimedia signals. With insights from the study of popularity and sharing patterns of online media, trend spread in social media, social network analysis for multimedia and visualizing diffusion of media in online social networks. In particular, the book will address the following important issues: Understanding social network phenomena from a signal processing point of view; The existence and popularity of multimedia as shared and social media, how content or origin of sharing activity can affect its spread and popularity; The network-signal duality principle, i.e., how the signal tells us key properties of information diffusion in networks; The social signal penetration hypothesis, i.e., how the popularity of media in one domain can affect the popularity of media in another. The book will help researchers, developers and business (advertising/marketing) individuals to comprehend the potential in exploring social multimedia signals collected from social network data quantitatively from a signal processing perspective.

Play at Work Adam L. Penenberg 2013-10-03 Do games hold the secret to better productivity? If you've ever found yourself engrossed in Angry Birds, Call of Duty, or a plain old crossword puzzle when you should have been doing something more productive, you know how easily games hold our attention. Hardcore gamers have spent the equivalent of 5.93 million years playing World of Warcraft while the world collectively devotes about 5 million hours per day to Angry Birds. A colossal waste of time? Perhaps. But what if we could tap into all the energy, engagement, and brainpower that people are already expending and use it for more creative and

valuable pursuits? Harnessing the power of games sounds like a New-Age fantasy, or at least a fad that's only for hip start-ups run by millennials in Silicon Valley. But according to Adam L. Penenberg, the use of smart game design in the workplace and beyond is taking hold in every sector of the economy, and the companies that apply it are witnessing unprecedented results. "Gamification" isn't just for consumers chasing reward points anymore. It's transforming, well, just about everything. Penenberg explores how, by understanding the way successful games are designed, we can apply them to become more efficient, come up with new ideas, and achieve even the most daunting goals. He shows how game mechanics are being applied to make employees happier and more motivated, improve worker safety, create better products, and improve customer service. For example, Microsoft has transformed an essential but mind-numbing task—debugging software—into a game by having employees compete and collaborate to find more glitches in less time. Meanwhile, Local Motors, an independent automaker based in Arizona, crowdsources designs from car enthusiasts all over the world by having them compete for money and recognition within the community. As a result, the company was able to bring a cutting-edge vehicle to market in less time and at far less cost than the Big Three automakers. These are just two examples of companies that have tapped the characteristics that make games so addictive and satisfying. Penenberg also takes us inside organizations that have introduced play at work to train surgeons, aid in physical therapy, translate the Internet, solve vexing scientific riddles, and digitize books from the nineteenth century. Drawing on the latest brain science as well as his firsthand reporting from these cutting-edge companies, Penenberg offers a powerful solution for businesses and organizations of all stripes and sizes.

Virtually True Adam L. Penenberg 2012-07-07 "A literary thrill ride operated by complex and memorable characters . . . a plot worthy of Philip K. Dick, William Gibson, and Martin Cruz Smith." The murder of a friend. Conspiracy on a global scale. A near-future, dystopic world run by corporations, where nothing is as it seems and everything is part of something else. Technology and everyday life are inseparable, and information is a weapon that can save your life--or kill you. Exiled to a damp Southeast Asian republic, journalist True Ailey relentlessly searches the war-ravaged peninsula for the killers and the truth. Virtually True, by award-winning journalist Adam Penenberg, is a non-stop roller-coaster ride for the mind. Now boarding.

Traction Gabriel Weinberg 2015-10-06 Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to: ·Find and use offline ads and other channels your competitors probably aren't using ·Get targeted media coverage that will help you reach more customers ·Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates ·Improve your search engine rankings and advertising through online tools and research Weinberg and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

Viral Loop Adam L. Penenberg 2009-10-13 Here's something you may not know about today's Internet. Simply by designing your product the right way, you can build a flourishing business from scratch. No advertising or marketing budget, no need for a sales force, and venture capitalists will flock to throw money at you. Many of the most successful Web 2.0 companies, including MySpace, YouTube, eBay, and rising stars like Twitter and Flickr, are prime examples of what journalist Adam L. Penenberg calls a "viral loop" -- to use it, you have to spread it. After all, what's the sense of being on Facebook if none of your friends are The result: Never before has there been the potential to create wealth this fast, on this scale, and starting with so little. In this game-changing must-read, Penenberg tells the fascinating story of the entrepreneurs who first harnessed the unprecedented potential of viral loops to create the successful online businesses -- some worth billions of dollars -- that we have all grown to rely on. The trick is that they created something people really want, so much so that their customers happily spread the word about their product for them. All kinds of businesses -- from the smallest start-ups to nonprofit organizations to the biggest multinational corporations -- can use the paradigm-busting power of viral loops to enable their business through technology. Viral Loop is a must-read for any entrepreneur or business interested in uncorking viral loops to benefit their bottom line.

From Voice to Influence Danielle Allen 2015-06-19 How have online protests—like the recent outrage over the Komen Foundation's decision to defund Planned Parenthood—changed the nature of political action? How do Facebook and other popular social media platforms shape the conversation around current political issues? The ways in which we gather information about current events and communicate it with others have been transformed by the rapid rise of digital media. The political is no longer confined to the institutional and electoral arenas, and that has profound implications for how we understand citizenship and political participation. With From Voice to Influence, Danielle Allen and Jennifer S. Light have brought together a stellar group of political and social theorists, social scientists, and media analysts to explore this transformation. Threading through the contributions is the notion of egalitarian participatory democracy, and among the topics discussed are immigration rights activism, the participatory potential of hip hop culture, and the porous boundary between public and private space on social media. The opportunities presented for political efficacy through digital media to people who otherwise might not be easily heard also raise a host of questions about how to define "good participation:" Does the ease with which one can now participate in online petitions or conversations about current events seduce some away from serious civic activities into "slacktivism?" Drawing on a diverse body of theory, from Hannah Arendt to Anthony Appiah, From Voice to Influence offers a range of distinctive visions for a political ethics to guide citizens in a digitally connected world.

The Founders Jimmy Soni 2022-02-22 "Deeply reported and bracingly written, this book is an indispensable guide to modern innovation and entrepreneurship." --Walter Isaacson, New York Times bestselling author of Code Breaker A definitive, deeply reported look at the origin of PayPal and its founding team, including Elon Musk, Peter Thiel, Reid Hoffman, Max Levchin, and others whose stories have never before been told. They have defined the modern world. This experience defined them. Today, PayPal's founders and earliest employees are considered the technology industry's most powerful network. Since leaving PayPal, they have formed, funded, and advised the leading companies of our era, including Tesla, Facebook, YouTube, SpaceX, Yelp, Palantir, LinkedIn, Pinterest, and Airbnb, among many others. They defined 21st-century innovation and entrepreneurship--and still shape that template today. Their names stir passions; they're as controversial as they are admired. Yet for all their influence, the story of how they first connected and cut their start-up teeth has gone untold. Before igniting the commercial space race or jumpstarting social media's rise, they were the unknown creators of a scrappy online payment company called PayPal. It would grow to become one of the world's foremost companies, but that success was anything but certain. From the outset, the team faced industry skeptics, bruising competition, internal strife, the emergence of widespread online fraud, and the devastating dot-com bust of the 2000s. In The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley, award-winning author and biographer Jimmy Soni pulls back the curtain on PayPal's turbulent early days. With hundreds of interviews and unprecedented access to thousands of pages of internal material, Soni shows how the seeds of so much of what shapes our world today--fast-scaling digital start-ups, cashless currency concepts, mobile money transfer--were planted two decades ago. He also reveals the countless individuals whose stories never made the front pages nor earned banner headlines--but whose contributions were vital to PayPal's success. The Founders is a story of iteration and inventiveness, one that casts a long and powerful shadow over modern life. Jimmy Soni's narrative offers deep insight into how this once-in-a-generation assemblage of talent came to

work together and how that collaboration changed our world forever.

Selling Contemporary Art Edward Winkleman 2015-09-01 A sophisticated examination of today's contemporary art market from an art dealer's point of view, this new book focuses on recent changes in the quickly evolving market. With an emphasis on how the market responded to the global recession that began in 2008, gallery owner Edward Winkleman moves from an examination of the factors beyond the individual dealer's command to those that the dealer can control. Sections cover: The rise of the art fair The rise of the mega gallery New online competition Models of post–brick-and-mortar art dealing Art dealers as art fair organizers Collaboration in a new era Coverage is also given to the specifics of contracts contemporary art dealers may need, including an examination of a variety of contracts for representation, consignment, and new forms of contemporary art. Exhibiting a wide range of interviews with international experts including dealers, collectors, art fair directors, journalists, and online art entrepreneurs, Selling Contemporary Art is a must-read for gallery owners, dealers, and artists affected by the rapid innovations in the art-dealing industry. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Viral Loop Adam Penenberg 2010-01-07 You read a book, you recommend it to a friend. That friend tells another friend. And another... until the book becomes this year's word-of-mouth sensation. This is the first to analyze the power of the 'pass-it-on' phenomenon, introducing us to the architects of the mightily efficient, money-spinning model known as the Viral Loop - the secret behind some of the most successful businesses in recent history. Outfits such as Google, eBay, Flickr and Facebook all employ the model at their core; all have seen their stock valuations skyrocket within years of forming. The genius lies in the model's reliance on replication: what's the point of using Facebook if none of your friends can see your profile, or using Flickr if you can't share your photos? Where's the joy in posting a video on YouTube if no one watches it? In creating a viral product that people want, need and desire, growth can, and will, take care of itself. Find out why the Loop will catch us all up, sooner rather than later...

Social Media Campaigns Carolyn Mae Kim 2020-12-30 This new edition continues to give students a foundation in the principles of digital audience engagement and data metrics across platforms, preparing them to adapt to the quickly evolving world of digital media. It takes students through the processes of social listening, strategic design, creative engagement, and evaluation, with expert insights from social media professionals. Thoroughly updated, this second edition includes: • new strategies to guide students in the initial campaign planning phase • added content on influencers, social care teams, and newsjacking • coverage of research evaluation, the implications of findings, and articulating the ROI • expanded discussion of ethical considerations in campaign design and data collection and analysis. The book is suited to both undergraduate and post-graduate students as a primary text for courses in social/digital media marketing and public relations or a secondary text in broader public relations and marketing campaign planning and writing courses. Accompanying online resources include chapter reviews with suggestions for further resources; instructor guides; in-class exercises; a sample syllabus, assignments, and exams; and lecture slides. Visit www.routledge.com/9780367896201

Beyond Big Data Martin Oberhofer 2014-10-17 Drive Powerful Business Value by Extending MDM to Social, Mobile, Local, and Transactional Data Enterprises have long relied on Master Data Management (MDM) to improve customer-related processes. But MDM was designed primarily for structured data. Today, crucial information is increasingly captured in unstructured, transactional, and social formats: from tweets and Facebook posts to call center transcripts. Even with tools like Hadoop, extracting usable insight is difficult—often, because it's so difficult to integrate new and legacy data sources. In Beyond Big Data, five of IBM's leading data management experts introduce powerful new ways to integrate social, mobile, location, and traditional data. Drawing on pioneering experience with IBM's enterprise customers, they show how Social MDM can help you deepen relationships, improve prospect targeting, and fully engage customers through mobile channels. Business leaders and practitioners will discover powerful new ways to combine social and master data to improve performance and uncover new opportunities. Architects and other technical leaders will find a complete reference architecture, in-depth coverage of relevant technologies and use cases, and domain-specific best practices for their own projects. Coverage Includes How Social MDM extends fundamental MDM concepts and techniques Architecting Social MDM: components, functions, layers, and interactions Identifying high value relationships: person to product and person to organization Mapping Social MDM architecture to specific products and technologies Using Social MDM to create more compelling customer experiences Accelerating your transition to highly-targeted, contextual marketing Incorporating mobile data to improve employee productivity Avoiding privacy and ethical pitfalls throughout your ecosystem Previewing Semantic MDM and other emerging trends

Appity Slap: A Small Business Guide to Web Apps, Tech Tools and Cloud Computing