



Curation Nation: How to Win in a World Where Consumers are Creators (Hardback)

By Steven C. Rosenbaum

McGraw-Hill Education - Europe, United States, 2011. Hardback. Condition: New. Language: English. Brand new Book. Business Leaders Are Buzzing About Curation Nation "An indispensable guide to the brave new media world." -Arianna Huffington, editor in chief, the Huffington Post "Gives me hope for the future of the Information Age. Rosenbaum argues for the growing importance of people-creative, smart, hip-who can spot trends, find patterns, and make meaning out of the flood of data that threatens to overwhelm us." -Daniel H. Pink, New York Times bestselling author of Drive "A testament to the strategic mind of a genius and a road map for developing engaging consumer experiences by curating content around your brand." -Bonin Bough, Global Director, Digital and Social Media, PepsiCo "Perfectly on-trend-an insightful guide to the future. So entertaining you won't put it down." -Chris Meyer, author of Blur "Read this book. Embrace curation, and you'll be ready to `crush it' with focus and passion in the noisy new world of massive data overload." -Gary Vaynerchuk, New York Times bestselling author of Crush It "Provides a wealth of real-world examples of how businesses can use the Web to give their customers a valuable curated experience." -Tony Hsieh, CEO, , and New York Times bestselling author of Delivering Happiness "Our best hope for sorting the...



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