



## Age of Conversation 3: Its Time to Get Busy

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By -

Channel V Books. Hardcover. Book Condition: New. Hardcover. 200 pages. Dimensions: 10.2in. x 7.0in. x 0.5in. Following the success of the first two editions, Age of Conversation 3: Its Time to Get Busy! again kick-starts the discussion about how the global marketing landscape is changing. With over 170 of the worlds leading marketers, writers, thinkers and creative innovators contributing chapters, this collaborative work investigates the roles that community, conversation, experimentation, engagement, and collaboration play in shaping the 21st centurys economy of ideas. As businesses, public and private organizations, and individuals realize that theres much more to social media and its impacts than meets the eye, Age of Conversation 3 shows us which platforms, tools, and approaches truly work, as well as those that simply dont. Social media may be the business buzzword (or, buzz-phrase) of 2010, but whats happening beyond the hype What new practices and guidelines is social media imposing on business-as-usual And what makes this type of media so much different than the media were all used to From the boardroom to the locus of customer interaction, social media is transforming the way we do business. The impact of this is being felt in every customer interaction, each business...



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