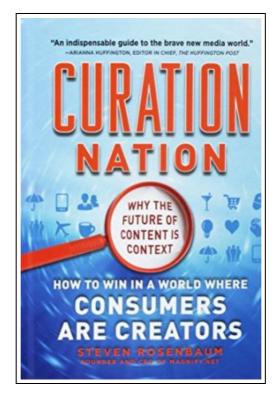
# Curation Nation: How to Win in a World Where Consumers are Creators (Hardback)



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(Eddie Schuppe)

#### CURATION NATION: HOW TO WIN IN A WORLD WHERE CONSUMERS ARE CREATORS (HARDBACK)



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McGraw-Hill Education - Europe, United States, 2011. Hardback. Condition: New. Language: English. Brand new Book. Business Leaders Are Buzzing About Curation Nation"An indispensible 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 Timesbestselling 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 Timesbestselling 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 Timesbestselling author of Delivering Happiness"Our best hope for sorting the good from the mediocre in our increasingly overwhelming media landscape."-Clay Shirky, author of Cognitive Surplusand Here Comes EverybodyAbout the Book:Let's face it, we're drowning in data. Our inboxes are flooded with spam, we have too many "friends" on Facebook, and our Twitter accounts have become downright unmanageable. Creating content is easy; finding what matters is hard. Fortunately, there is a new magic that makes the Web work. It's called curation, and it enables people to sort through the digital excess and find what's relevant. In Curation Nation, Steven Rosenbaum reveals why brands, publishers, and content entrepreneurs must embrace aggregation and curation...

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