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## Socialnomics: How Social Media Transforms the Way We Live and Do Business

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By Erik Qualman

BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 163 x 137 mm. Language: English . Brand New. Social Media. You've heard the term, even if you don't use the tools. But just how big has social media become? Social media has officially surpassed pornography as the top activity on the Internet. People would rather give up their email than their social network. It is so powerful that it is causing a macro shift in the way we live and conduct business. Brands can now be strengthened or destroyed by the use of social media. Online networking sites are being used as giant, free focus groups. Advertising is less effective at influencing consumers than the opinions of their peers. If you aren't using social media in your business strategy, you are already behind your competition. In Socialnomics, you will learn How the concept of Socialnomics is changing the way businesses produce, market, and sell, eliminating inefficient marketing and middlemen, and making products easier and cheaper for consumers to obtain How successful businesses are connecting with consumers like never before via Twitter, Facebook, YouTube, and other social media sites How to harness the power of social media, rather than...



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