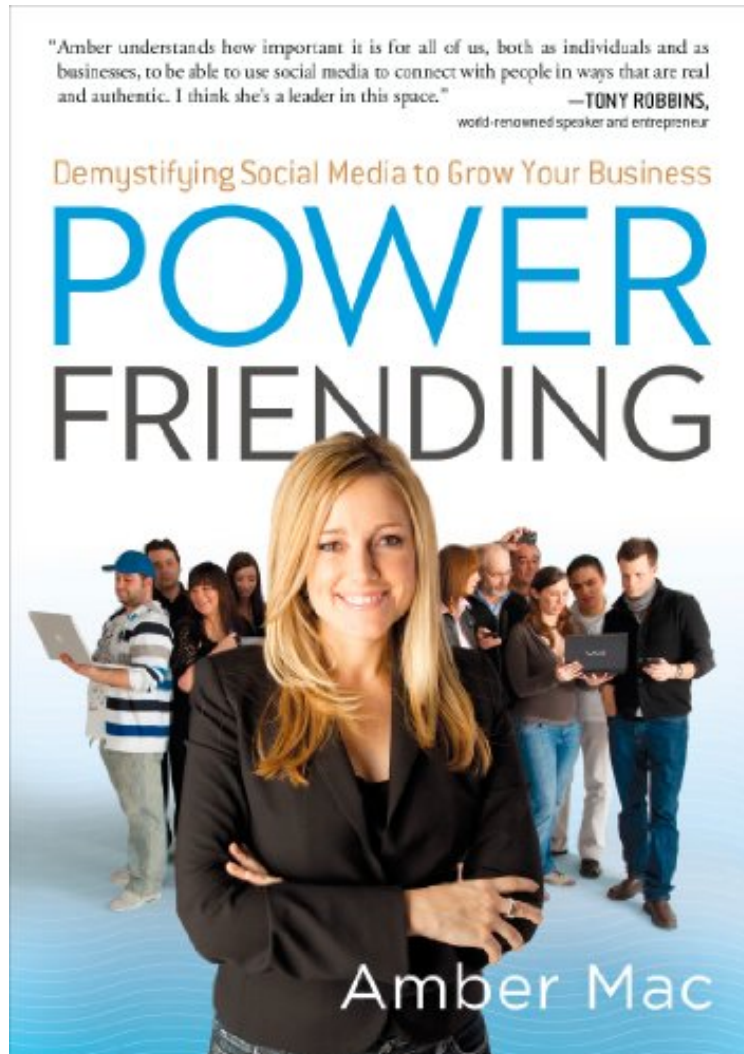


Power Friending: Demystifying Social Media to Grow Your Business

Amber Mac

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Amber Mac : Power Friending: Demystifying Social Media to Grow Your Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Power Friending: Demystifying Social Media to Grow Your Business:

1 of 1 people found the following review helpful. Basics and BeyondBy Tim BurrowsAmber Mac has taken the mystery out of 'how to' and 'why' social media is right for business. In very simple terms she has shown with great clarity how simple it is to use social media for creating brand awareness, managing your on-line reputation and positioning yourself to be heard in a very noisy space.Backed up with great case studies of the right and the wrong ways to engage in a quick and evolving medium, doing the ABC's Amber lays out, will keep you from making

mistakes while giving the immediate appearance that you have been engaged with your customers through social media for a long time. Amber not only gives a novice player a fighting chance to make it big with tricks and tools, but also unleashes some gems for the intermediate and advanced players to improve their standings. A great read and must have in your learning library!

6 of 6 people found the following review helpful. *Social Media Primer* By Lon Koenig
Amber MacArthur is a beloved figure in the tech community. In "Power Friending," she has distilled her years of experience in Social Media into an approachable summary of the topic. Easy-to-read and jargon-free, Amber covers the history of social media, positive and negative examples, and gives practical advice about how you can use Social Media tools to improve your customer relations. I recommend that anyone working in Social Media get copies for their clients. It will get them up-to-speed so you can both get to work.

2 of 2 people found the following review helpful. *Little insight, almost just the obvious* By A Simple Guy
I was hoping for more when I read this book. Perhaps I have seen and read enough about marketing and online influencing that this book had little to add. Moreover, I thought it wasn't even a very good beginners book because it tries to cover too much and offers little depth to anything. One is much better off watching Mixergy episodes or reading and studying Tim Ferriss as well as other bloggers than reading this book.

"Amber understands how important it is for all of us, both as individuals and as businesses, to be able to use social media to connect with people in ways that are real and authentic. I think she's a leader in this space." -Tony Robbins, world-renowned speaker and entrepreneur
Amber Mac wants to be your friend. She may be a tech-savvy webpreneur, the popular host of TV shows and video podcasts, and an in-demand consultant and speaker, but if you ask Amber Mac about her strategy for success, she'll tell you she's just trying to be a good friend. When it comes to social media-whether it's Facebook or Twitter or the latest video blog-the tools evolve quickly, the rules change rapidly, and the technology feels more and more complex. But making social media work for your company doesn't have to be complicated or expensive. In this compact yet thorough guide, Mac shows you how to effectively harness the online world to grow your business. The secret: think of your audience as your friends and then treat them that way. The Power Friending approach is all about developing real relationships based on mutual respect and support. While you may never meet some of your online friends face-to-face, they still expect you to follow the established norms of friendship: be authentic, reach out, listen. And don't lie to your friends. These same rules apply when building a strong brand online. Whether you're a blogger, a small company, a well-known global enterprise, or an aspiring queen of the Internet, Mac shows how to make the most of social networking tools, including: -Targeting the right networks - Feeding and seeding a community -Authentically engaging with customers and fans -Managing your online friendships on a daily basis and on a budget
This isn't a book of abstract theories or complicated strategies. Mac writes from personal experience: she built a huge fan base through social networking. She also draws on real-life and up-to-date examples to give you the information you really need in order to establish and maintain credibility and meaningful relationships online.

What Amber Mac's friends are saying about Power Friending: "With few equals, Amber has and continues to demonstrate a keen insight toward the continually evolving fabric of the social web." -Steve Chen, cofounder of YouTube
"Amber is one of those rare people who actually lives this social movement, and I don't know about you, but I like listening to people who live it more than people who read about it." -Gary Vaynerchuk, WineLibrary.TV, author of *Crush It!*
"Social media is here to stay, and Amber Mac's Power Friending is the ultimate guide for all those looking to understand (and profit) from our highly connected future." -Jeremy Gutsche, chief trend hunter at TrendHunter.com and author of *Exploiting Chaos*
"It pays to have friends in high places, and Amber is in a very high place in social media. She might not be your friend, but her book is as good as it gets." -Guy Kawasaki, cofounder of Alltop
"Amber took the time to deconstruct Digg and give me valuable web usability advice when we were a tiny three-person company. I always enjoy chatting with Amber as she understands social media and where things are going." -Kevin Rose, founder of Digg and Revision3
"Social media is becoming the operating system for society, and Amber understands exactly how to thrive in this new environment." -Don Tapscott, author of *Wikinomics* and *Grown Up Digital*
About the Author
Amber Mac is a new media journalist, speaker, and consultant. She is the cofounder of the web agency MGImedia.ca and the host of Webnation, Girls Gone Geek on Xbox LIVE, net@night on the TWiT.tv network, and commandN.tv. Amber Mac is also a columnist for Yahoo!, MSN, and American Express and has worked with Tony Robbins, Discovery Channel, and Microsoft. She lives in Toronto.