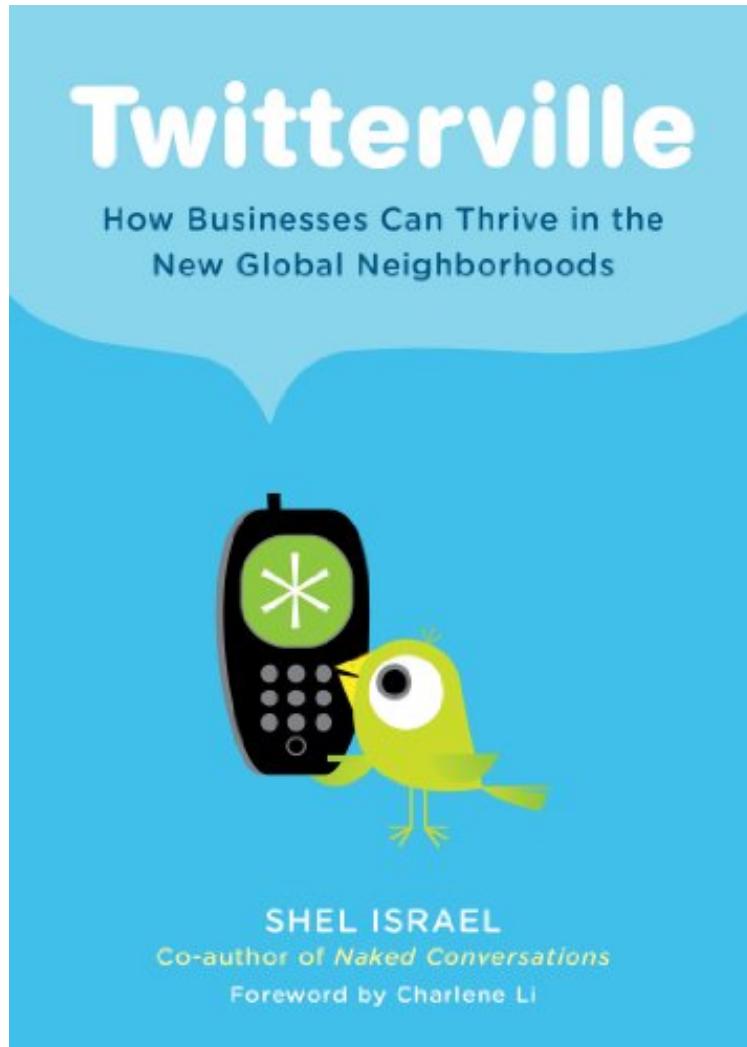


Twitterville: How Businesses Can Thrive in the New Global Neighborhoods

Shel Israel

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Shel Israel : Twitterville: How Businesses Can Thrive in the New Global Neighborhoods before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Twitterville: How Businesses Can Thrive in the New Global Neighborhoods*:

7 of 7 people found the following review helpful. Must read for any business that wants to leverage Twitter and doesn't know where to begin. By Ross Kimbarovsky *Twitterville* is different from the many Twitter books that have been published since 2007. This difference makes *Twitterville* a must read for any business that wants to leverage Twitter and doesn't know where to begin. Here's why: *Twitterville* offers an outstanding insight, through case studies, into the different ways that individuals and businesses (large and small) have successfully leveraged Twitter.

Importantly, even though it seems silly to talk about history when discussing Twitter (after all, Twitter is only 3 years old), this history is important because it shows the growing shifts in social activism and the increasing voice that loosely organized "groups" have gained when using Twitter to respond to marketing campaigns (and missteps) launched by brands. This history also shows that cultural norms - even for a 3 year old social network - continue to radically shift. What was acceptable in 2007 and 2008 (or if not acceptable, at least not visible) is met with criticism and anger in 2009. Why should you care how others have leveraged Twitter? You should care because missteps on Twitter can create publicity nightmares for brands (and individuals). And while some brands even now continue to stay silent on Twitter, Shel correctly reminds us in the final chapter that: "Chances are that right now, there's a conversation going on in Twitterville that can impact what you do for a living." Think about that for a moment. Historically, brands (mostly through agencies) closely guarded and controlled conversations about their products or services. Social networks have changed this dynamic, and Twitter has led this shift. Through case studies, Shel shows how big brands (including Dell, Jetblue, Comcast, American Airlines, U-Haul) and small brands (including Seismic, StockTwits and my company, crowdSPRING) reacted to these changes (some leveraging the opportunities to strengthen their brands, while others failing miserably and tarnishing their brands). While there's still a great deal of confusion about how companies can fully and sincerely use Twitter, there's little doubt that some brands could benefit from interacting with their customers on Twitter. If you're not interested in business case studies and stories, Twitterville has plenty to keep you interested. For example, Shel writes about how individuals - including, among others, Jeremiah Owyang (@jowyang) and Chris Brogan (@chrisbrogan) - have built personal brands using Twitter. Other chapters cover Twitter's impact on journalists, politicians, and charitable fundraising, among other topics. This isn't a how-to book. Those looking for a list of top 10 things you can do to increase Twitter followers won't find such a list in Twitterville. However, those looking to understand how to succeed (or avoid failure) on Twitter will learn much from reading this book.

4 of 4 people found the following review helpful. The Practical Use Cases are Priceless By Douglas Karr I've been a fan of Shel since he wrote Naked Conversations. That book was a book that motivated many of us in the marketing industry to begin shifting our focus to social media. It personally motivated me to leave database and direct marketing behind and set a goal to work in social media full time. I now have my own agency, DK New Media, doing just that. Twitterville is a logical extension of Naked Conversations. It's well-written and digs deep on how companies have used (as well as haven't used) this new medium to their advantage. Twitter, whether you like it or not, is changing the world. People are thinking and reading in 140 characters or less. Companies are beginning to listen and open their doors to Twitter. The results are amazing and Shel has documented all of the amazing stories in a single volume... Twitterville. This book is a must read for companies who "don't get" Twitter. It's a must read for Marketers who want to effectively use Twitter. And it's a great read for Twitter business users - providing them with priceless information on how to leverage the medium. Kudos to Shel for writing such an amazing book - the best book to date that I've found on the strategies behind Twitter! Twitterville + Twitter for Dummies is the power combination for developing and executing strategies utilizing Twitter! Must reads for every business.

1 of 1 people found the following review helpful. Twitter from every angle By Jason Crouch Israel has a broad understanding of public relations and corporate marketing strategies, and frankly, it shows here. If you're looking to create a social media marketing plan, this book is certain to give you some new ideas. In fact, I would be surprised if "Twitterville" didn't stimulate some new methods and techniques that you can implement with your own business. You will learn about what some businesses are doing right when it comes to social media engagement (think Zappos and Comcast), and which ones missed the mark altogether. You will also read about customers who are forming groups of their own around specific brands. At just under 300 pages, this is a relatively quick read, and Shel keeps things moving along by providing plenty of "real world" stories to illustrate his points. He did a great job of locating the stories themselves, then an even better job of distilling them into a holistic work that supports his thesis. Speaking of which, the main thrust here is that Twitter is a revolutionary business tool which serves to bring people together and makes things happen that might not otherwise have happened. In essence, the world is made smaller and more intimate. The full title is "Twitterville: How Businesses Can Thrive in the New Global Neighborhoods", which is appropriate. Shel also covers the history of Twitter from its inception and its public debut at SXSW in 2007. I got a better feel for the guys who run the show by reading his take on them and their distinct personalities and backgrounds. He also details a handful of social media rockstars who are just plain doing things the right way, including Chris Brogan, Veronica Belmont, and others. "Twitterville" will remain on my bookshelf as a reference, and I can't recommend it enough if you want to gain a better understanding of how Twitter serves to interconnect millions of lives, projects, and conversations.

Twitter is the most rapidly adopted communication tool in history, going from zero to ten million users in just over two years. On Twitter, word can spread faster than wildfire. Companies no longer have the option of ignoring the conversation. Unlike other hot social media spaces, Twitterville is dominated by professionals, not students. And despite its size, it still feels like a small town. Twitter allows people to interact much the way they do face-to-face, honestly and authentically. One minute, you're complaining about the weather with local friends, the next, you're talking shop with a colleague based halfway across the globe. No matter where you're from or what

you do for a living, you will find conversations on Twitter that are valuable. Despite the millions of people joining the site, you'll quickly find the ones who can make a difference to you. Social media writer Shel Israel shares revealing stories of Twitterville residents, from CEOs to the student who became the first to report the devastation of the Szechuan earthquake; from visionaries trying to raise money for a cause to citizen journalists who outshine traditional media companies. Israel introduces you to trailblazers such as: · Frank Eliason, who used Twitter to reverse Comcast's blemished customer service reputation · Bill Fergus, who was on the team at Henry Ford Medical Center during the first "live tweeted" surgery · Scott Monty, social media officer for Ford, who held off a mob of misinformed Ranger fans and averted a PR crisis · Connie Reece, who used Twitter to raise tens of thousands of dollars for cancer patients in need · The Coffee Groundz, a Houston-area coffee shop that uses Twitter to pack the tables (and fight off Starbucks) Twitterville features many true stories as dramatic as these. But it also recounts those of ordinary businesspeople who use Twitter to get closer to their customers. And it explains how global neighborhoods will make geography increasingly irrelevant. It even explains why people sometimes really do care what you had for lunch.

About the Author Shel Israel is the US bestselling coauthor of *Naked Conversations*.