

# [PDF] The Whuffie Factor: Using The Power Of Social Networks To Build Your Business

Tara Hunt - pdf download free book

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## Books Details:

Title: The Whuffie Factor: Using the

Author: Tara Hunt

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## Description:

**From Publishers Weekly** Starred Review. Hunt, cofounder of community-marketing consulting firm Citizen Agency, presents the hows and whys of accruing "whuffie," her word for social capital in the Web 2.0 landscape. Introducing a wide range of post-blogsphere social networks like Facebook, LinkedIn and Flickr, Hunt clues in marketers to the possibilities with online success stories, influential voices and winning strategies. Numerous anecdotes (from the Obama campaign, online t-

shirt boutique Threadless, Zappos.com CEO Tony Hsieh, etc.) illustrate the power of even the most tossed-off communiqués; micro-blogging site Twitter, for instance, may restrict posts to 140 characters, but is uniquely powerful in its ability to reach a swarm of "followers," establish new relationships and provide multi-various feedback. Hunt packs in many specific strategies and concepts, which include seeking out and incorporating feedback, educating and empowering your connections, and treating your company's message as a conversation (a good net marketer's goal should be contained in the statement, "I want to create a culture of..."). Detailed, practical profiles of networks and related tools make this a valuable, illuminating title for anyone looking to the ever-expanding realm of online social life for business success.

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**Review** "Embrace the chaos! *The Whuffie Factor* weaves stories from Moleskine, 37Signals, Threadless, Willitblend, and Gary Vaynerchuk into a compelling story of the way business is now done. Tara doesn't just talk about it, of course, she does it herself."

—Seth Godin, author of *Meatball Sundae*

"Marketing—or doing business at all—in the age of whuffie and the world of social media means authenticity, listening, engaging, and trusting. That's what Tara Hunt says, and it's also exactly what she does. If you are in marketing now or starting a company that has customers, you need to read this book to understand exactly, and I mean precisely and with detailed examples, how the conversation between vendor and client, business and customer, has changed radically. Tara Hunt knows her stuff, and she knows how to put a great deal of knowledge into compelling stories that are a pleasure to read because her voice is not just the voice of extensive experience: Tara Hunt's voice works well in this book because it's who she is."

—Howard Rheingold, author of *The Virtual Community* and *Smart Mobs*

"Social capital may be the most powerful currency of the twenty-first century, and this book is a guide to its care and feeding. Bursting with energy and enthusiasm, Tara Hunt shows us how to win friends and influence people in a Web 2.0 world."

—Tom Kelley, cofounder of IDEO and author of *The Ten Faces of Innovation*

"The market power of social networking continues to grow exponentially. It may well overwhelm all other communication vehicles—and in short order. *The Whuffie Factor* is exceptionally readable, and both instructive and fun. You'd be foolish to pass it by, or fail to heed its advice."

—Tom Peters, author of *In Search of Excellence*

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