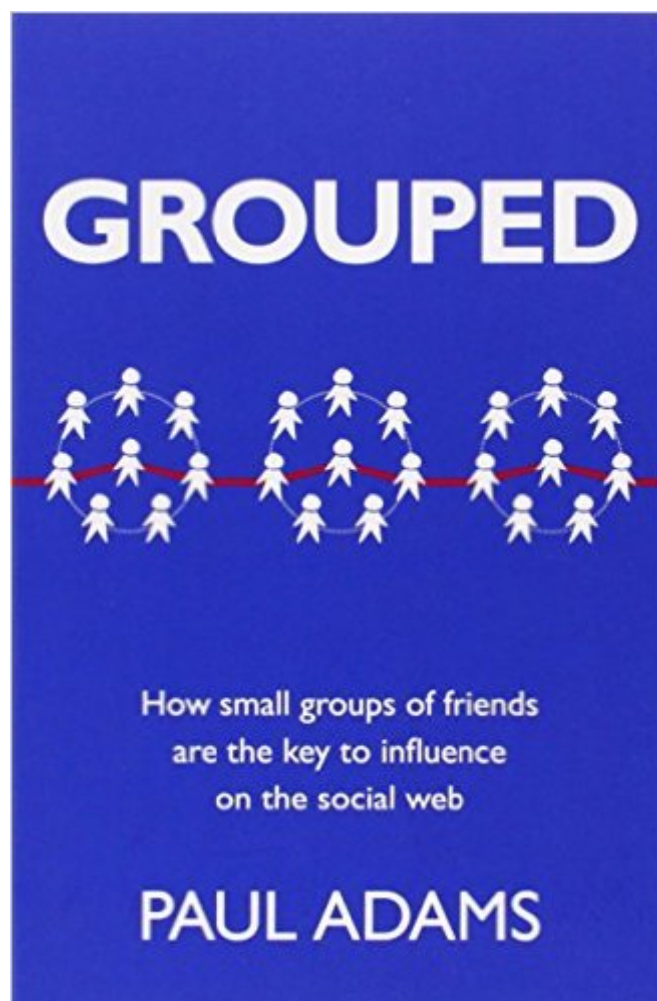


The book was found

# Grouped: How Small Groups Of Friends Are The Key To Influence On The Social Web (Voices That Matter)



## Synopsis

The web is undergoing a fundamental change. It is moving away from its current structure of documents and pages linked together, and towards a new structure that is built around people. This is a profound change that will affect how we create business strategy, design, marketing, and advertising. The reason for this shift is simple. For tens of thousands of years we've been social animals. The web, which is only 20 years old, is simply catching up with offline life. From travel to news to commerce, smart businesses are reorienting their efforts around people—around the social behavior of their customers and potential customers. In order to be successful, businesses will need to understand how people are connected, how their social network influences them, how the people closest to them influence them the most, and how it's more important for marketers to focus on small, connected groups of friends rather than looking for overly influential individuals. This book pulls together the latest research from leading universities and technology companies to describe how people are connected, and how ideas and brand messages spread through social networks. It shows readers how to rebuild their business around social behavior, and create products that people tell their friends about.

## Book Information

Series: Voices That Matter

Paperback: 168 pages

Publisher: New Riders; 1 edition (December 1, 2011)

Language: English

ISBN-10: 0321804112

ISBN-13: 978-0321804112

Product Dimensions: 5.2 x 0.4 x 8 inches

Shipping Weight: 7.2 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (51 customer reviews)

Best Sellers Rank: #724,792 in Books (See Top 100 in Books) #104 in [Books > Computers &](#)

[Technology > Web Development & Design > User Generated Content](#) #306 in [Books >](#)

[Computers & Technology > Business Technology > Social Media for Business](#) #521 in [Books >](#)

[Computers & Technology > Internet & Social Media > Social Media](#)

## Customer Reviews

So this book is pretty useful. Pragmatic information, much of it common sense and some of it already in the cultural zeitgeist, but it's a great synthesis of some good research available on social

connecting, persuasion, and how the mind works. It is a quick read (I listened to it on Audible and it only takes 3 1/2 hours) so it won't use up that much of your time. Adams summarizes succinctly, translates information that would normally be arduous to wade through, and offers you the resources to go look up more in-depth information on your own if you're interested. It's a really great model for how to be a third-space translator between the research and the people who need the research but have difficulty accessing it or lack the expertise to understand it.\*That said, I gave it a three because it falls short of drawing out some obvious implications that this same body of research points out:1. The book could have done more to help businesses orient toward more innovative and effective marketing strategies that are also more socially ethical and that would help make our world a better place. Adams does include some of this information--he stresses positivity, openly sharing information, cutting down on the noise of advertising ("interruption marketing is a race to the bottom" amen), and not deleting negative Facebook comments from your page because they give you more credibility and because "we should seek to rectify and not hide negative feedback" (Applebee's should have taken note)--but if he would have included more of this kind of information by demonstrating how a more ethical approach to the world is also the more efficacious approach, this book would be much more important to read than I currently rank it.

[Download to continue reading...](#)

Grouped: How small groups of friends are the key to influence on the social web (Voices That Matter) Groups and Symmetries: From Finite Groups to Lie Groups (Universitext) Persuasion: The Key To Seduce The Universe! - Become A Master Of Manipulation, Influence & Mind Control (Influence people, Persuasion techniques, Persuasion psychology, Compliance management) Matter, Dark Matter, and Anti-Matter: In Search of the Hidden Universe (Springer Praxis Books) How Kids Make Friends: Secrets for Making Lots of Friends No Matter How Shy You Are Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (Voices That Matter) Implementing Responsive Design: Building sites for an anywhere, everywhere web (Voices That Matter) Web Designer's Guide to WordPress: Plan, Theme, Build, Launch (Voices That Matter) The Elements of User Experience: User-Centered Design for the Web and Beyond (2nd Edition) (Voices That Matter) Bulletproof Web Design: Improving flexibility and protecting against worst-case scenarios with HTML5 and CSS3 (Voices That Matter) Key West D.O.A.: A Jack Marsh Briar Malone Key West Action Thriller (Key West Action Thriller Series Book 6) Persuasion: The Subtle Art: How to Influence People to Always Get YOUR Way and What YOU Want (Persuasion, Influence, Hypnosis, Psychology, Compliance Gaining, Human Behavior, Mind Hacks, Book 4) Summary - Influence: An Amazing Summary About This Book Of Robert Cialdini! -- The Psychology

Of Persuasion (Influence: An Amazing Summary-- Persuasion, ... and Practice, Summary, Book, Influencer) Psychology: Social Psychology: 69 Psychology Techniques to Influence and Control People with Communication Tricks, NLP, Hypnosis and more... (Psychology, ... NLP, Social Anxiety, Cognitive Psychology) Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Groups, Graphs and Trees: An Introduction to the Geometry of Infinite Groups (London Mathematical Society Student Texts) Social Anxiety: Ultimate Guide to Overcoming Fear, Shyness, and Social Phobia to Achieve Success in All Social Situations (BONUS, Anxiety Relief, Social Anxiety Treatment) Social Security: Time for a Life of Leisure - The Guide of Secrets to Maximising Social Security Retirement Benefits and Planning Your Retirement (social ... disability, social security made simple) C mo Ganar Amigos e Influir Sobre las Personas [How to Win Friends and Influence People] Body Language: Blueprint: Decipher Nonverbal Communication and Read People Like a Book to Win Friends and Influence (How to Analyze People)

[Dmca](#)