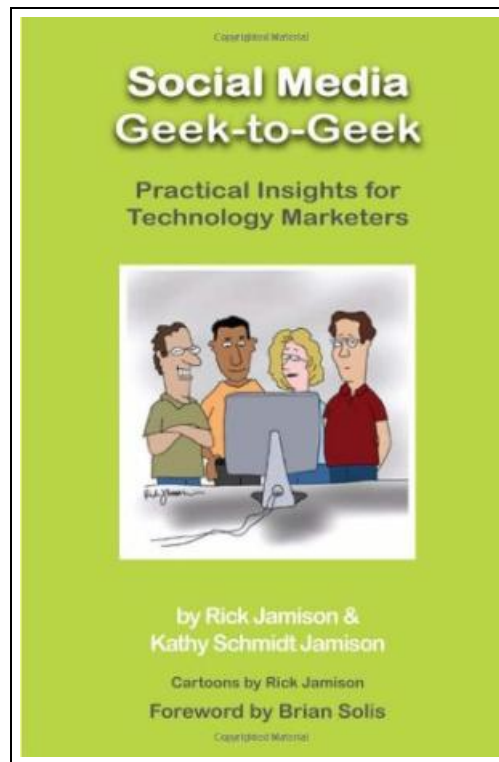


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Synopsys Press, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.There exists an underlying tendency in the geek world to be skeptical about social media, especially about its role in anything serious or substantial. Perhaps that is only natural, given that your average geek has fine-tuned analytical abilities and antennae that are always up to detect snake oil. And yet nobody, not even the geekiest geek, can afford to ignore the opportunity and the power that lies in deploying social media for marketing technology, both to geeks and to the rest of the world. In Social Media Geek-to-Geek, authors Rick Jamison and Kathy Schmidt Jamison explore the increasingly vital role that social media plays in technology marketing efforts. They lucidly share how you, in a tech marketing strategy, analysis or implementation role, can harness its energy for your company. Peppared with actionable wisdom from start to finish, this enlightening book kicks off by highlighting a truism that is often overlooked--the fact that social media has been made possible purely by geek innovation. Geeks have created this unique, powerful medium of communication just as they have created and enabled every digitally-based form of creative expression that makes social media interesting, engaging and popular. Geeks are nothing if not smart. So they can quickly be brought to appreciate the value of anything that can assist them in creative technical problem-solving, in building a robust perspective of the big picture, or in finding a more interesting place or team or set of problems to work with. And that is exactly what social media is; a tool that no technology marketer, geek or non-geek, can afford to be without. In this connected age nobody--geeks least of all--can afford to overlook the galvanizing capabilities of social media,...

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