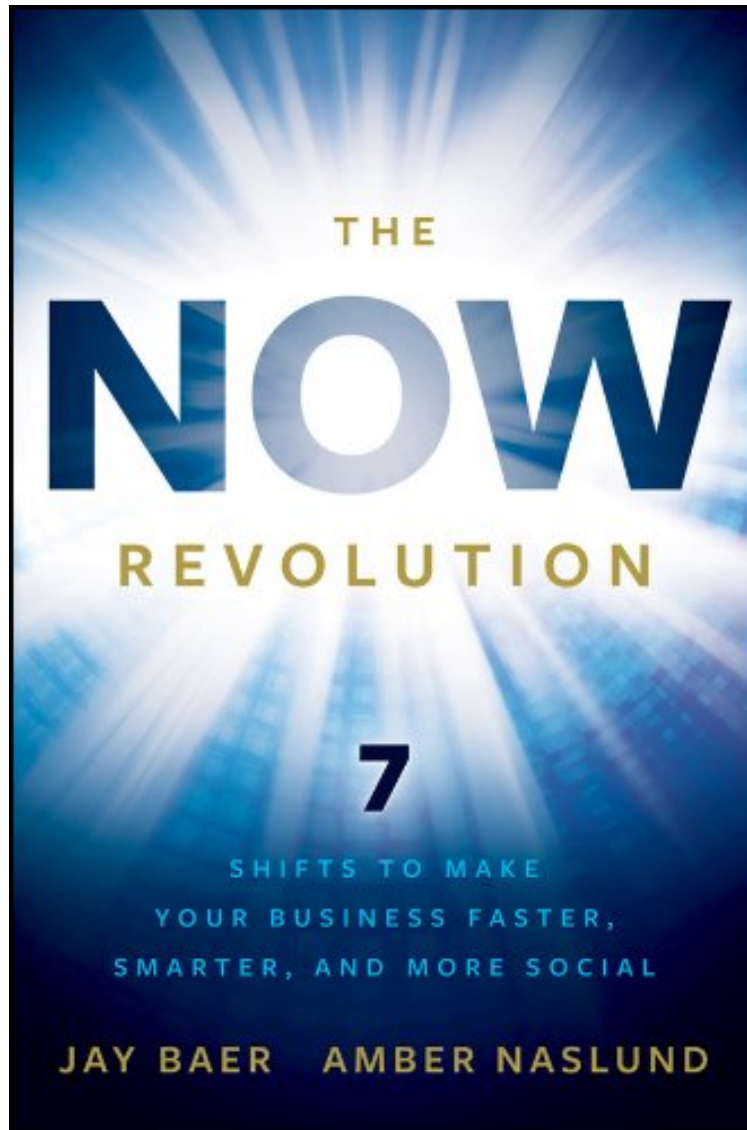


(Mobile book) The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social

The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social

Jay Baer, Amber Naslund

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Jay Baer, Amber Naslund : The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social before purchasing it in order to gauge whether or not it would be worth my time, and all praised The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social:

0 of 0 people found the following review helpful. Great Book!By JennThe NOW Revolution is an insightful book. I learned a lot about how the world of business is changing every day with the increasing use of social media in society. Although this book was published in 2011, the concepts that were discussed are still relevant today. I would

recommend this book to anyone who is trying to delve into the world of social media marketing for their business. 7 of 7 people found the following review helpful. The Now Revolution By Michael Gass I recently ordered the Kindle version of this book allowing me to devour its contents on my iPad while traveling. The Now Revolution is an essential book that will change your thinking on how your business needs to adapt. It is also an important read for ad agencies to better understand the struggles and mindset for creative solutions for their client's businesses. This is the first book I've read that takes advantage of Microsoft Tags interspersed throughout the various chapters. These coded tags linked to additional online content, illustrations, video, podcasts and additional materials such as questionnaires, forms, quizzes, etc. A very beneficial addition to the book. Jay and Amber do a great job of simplifying the steps needed to for a company to change its culture to deal with real-time communication, networking and create a culture that is more social. The book is chocked full of great illustrations, helpful insights and creative ideas. The book introduces 7 key shifts that business leaders need to address along with laying out a plan for each. Every person in the C-Suite of your company should read this book. The change in the way that we do business, in real-time, is one that will require the change of your company's culture. You will need 'all hands on deck' to successfully implement and sustain Jay and Amber's guidelines. 0 of 0 people found the following review helpful. Strongly recommend By dgajarial bought kindle version of this book as part of my course and really enjoyed reading it. Overall this book is a very light read on various aspects of social media. It is targeted towards people who are reluctant to embrace new paradigm of marketing i.e. social media. It is for people looking to leverage social media to run their businesses faster and efficiently, as well as someone who just wants to learn about social media in general. Book "The Now Revolution" by Jay and Amber emphasizes on how disruptive technologies have changed the way we run our businesses, respond to consumers and keep audience engaged 24/7. Author talks about the 7 core fundamental shifts that are needed to revolutionize the way we do business. Each shift has been covered in detail along with their importance in the world of social media. Jay and Amber have done excellent job of managing the flow of information which keeps the reader engaged till the last page. In addition, most of the theory is backed by examples, tips and case studies. Social media tools such as Microsoft Tag and QR codes are used throughout the book to link extra online content such as videos, documents and illustrations thereby engaging the audience. I personally liked the quiz in chapter 1 as it provides 360 view of assessing cultural issues. Also in shift 3 "Organize Your Armies", author provides a map which details how the old roles have transformed to new roles in world of social media. In shift 6 author talks about how speed of information, size of participants and news can impact the businesses negatively. Overall I liked the book and strongly recommend kindle version as it is much easier to navigate additional material via links. Have fun reading.

The social web has changed the way we do business forever The future of your company is not in measured, considered responses and carefully planned initiatives. Business today is about near-instantaneous response. About doing the best you can with extremely limited information. About every customer being a reporter, and every reporter being a customer. About winning and losing customers in real-time, every second of every day. About a monumental increase in the findable commentary about our companies. Having the time and information required to make a considered business decision is a luxury - a luxury that's quickly facing extinction. Yet business hasn't adapted to this evolution. And adapt you must. This book isn't about how to "do" social media. Instead, The Now Revolution outlines how you must retool your organization to make real-time business work; for you rather than against you. Read about seven shifts that will help you make your company faster, smarter, and more social: Engineer a New Bedrock

From the Inside Flap Today, business moves at the speed of thought. The web enables a perpetual cycle of interaction and feedback, and every status update or tweet that mentions your company or brand either helps or hurts your reputation in real-time. Customers expect a level of attentiveness and responsiveness that most companies can't live up to. Can you? In The Now Revolution, renowned marketers and social media experts Jay Baer and Amber Naslund offer an effective seven-part plan to harness the power of the social web and adapt to the new era of instantaneous business. Customers aren't going to wait for your next polished press release to decide if they like you and your products or services. Instead, they're choosing between you and your competition every second of every day; and talking about it online. Keeping up with them requires seven shifts that will make your business faster, smarter, and more social: Strip away silos and overgrown business processes Hire and empower a new type of employee Organize internal teams for maximum external impact Listen at the point of need Travel the Humanization Highway and respond effectively to customer inquiries Plan for, find, and manage real-time crises Redesign success metrics in a business world that's increasingly instantaneous Real-time communication and social media have changed the way we do business; forever. The Now Revolution shows you how to adapt your organization to meet the expectations of today's always-on customer and harness the power of now. From the Back Cover PRAISE FOR THE NOW REVOLUTION "The revolution is inside, not just out. This book makes it perfectly clear that social media is not a substitute for TV or PR. Instead, it demands that you change who you are and what you do, not how you talk about it." — Seth Godin, author of Linchpin "Jay and Amber have penned a book that truly isn't a social media book. In

other words, this isn't the book you pick up when you want to create a blog or Twitter feed or Facebook group; rather, this is the book to read when you need to understand how our newly social and connected world has disrupted business as usual." —Ann Handley, Chief Content Officer, MarketingProfs "The real-time revolution is happening all around you whether you choose to join or not. My advice, devour this guide to the revolution and get in the game — NOW!" —John Jantsch, author, Duct Tape Marketing and The Referral Engine "Action. I no longer read a business book like this seeking thoughts and ideas. I read them to get actionable bits I can employ immediately. 'Now' is staring all businesses in the face. It doesn't matter whether you want to join the conversation. They're already shouting for you (or at you). Get this book and heed Baer and Naslund's advice. Now." —Chris Brogan, President, Human Business Works and bestselling author of Trust Agents "This book should be read by every person who thinks social media is merely a new tactic for generating clicks and sales. Baer and Naslund make the case that changes in our world don't just suggest ways our communication or marketing strategies must be altered but instead require transformation of the enterprise. This isn't just an inspirational book but a practical one." —Augie Ray, Senior Analyst, Forrester Research, Inc. "Jay and Amber have gone from two of the best bloggers in the business, to coauthors of one of the best books for business. The question isn't 'if you should read this, but 'when.' And the answer is in the title." —Scott Stratten, bestselling author of UnMarketing: Stop Marketing. Start Engaging About the Author JAY BAER is a world-renowned social media strategy consultant. A digital marketing pioneer, he has founded five online companies since 1994 and speaks to tens of thousands of marketers annually at industry conferences and conventions. His social media strategy blog, ConvinceandConvert.com, is one of the top ranked business blogs on the Internet. AMBER NASLUND is Vice President of Social Strategy for Radian6, a social media listening and engagement platform. She frequently speaks on the topics of social media, communication, and community strategy. Follow her award-winning blog at BrassTackThinking.com.