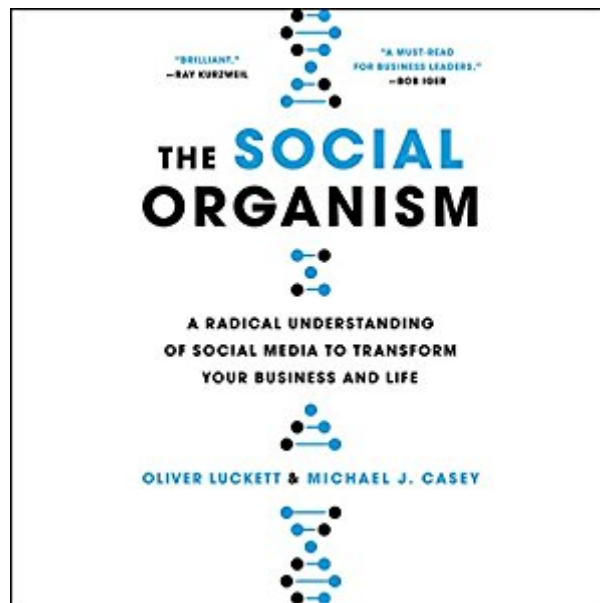




The book was found

The Social Organism: A Radical Understanding Of Social Media To Transform Your Business And Life



Synopsis

From visionary tech entrepreneur Oliver Lockett and MIT Media Lab's Michael J. Casey, a groundbreaking, must-hear theory of social media - how it works, how it's changing human life, and how we can master it for good and for profit. In barely a decade, social media has positioned itself at the center of 21st-century life. The combined power of platforms like Facebook, Twitter, Instagram, Snapchat, and Vine has helped topple dictators and turned anonymous teenagers into celebrities overnight. In the social media age, ideas spread and morph through shared hashtags, photos, and videos, and the most compelling and emotive ones can transform public opinion in mere days and weeks, even attitudes and priorities that have persisted for decades. How did this happen? The scope and pace of these changes have left traditional businesses - and their old-guard marketing gatekeepers - bewildered. We simply do not comprehend social media's form, function, and possibilities. It's time we did. In *The Social Organism*, Lockett and Casey offer a revolutionary theory: Social networks - to an astonishing degree - mimic the rules and functions of biological life. In sharing and replicating packets of information known as memes, the world's social media users are facilitating an evolutionary process just like the transfer of genetic information in living things. Memes are the basic building blocks of our culture, our social DNA. To master social media - and to make online content that impacts the world - you must start with the social organism. With the scope and ambition of *The Second Machine Age* and James Gleick's *The Information*, *The Social Organism* is an indispensable guide for business leaders, marketing professionals, and anyone serious about understanding our digital world - a guide not just to social media but to human life today and where it is headed next.

Book Information

Audible Audio Edition

Listening Length: 9 hours

Program Type: Audiobook

Version: Unabridged

Publisher: Hachette Audio

Audible.com Release Date: November 15, 2016

Language: English

ASIN: B01LW3Q6AU

Best Sellers Rank: #98 in Books > Computers & Technology > Business Technology > Social Media for Business #160 in Books > Computers & Technology > Internet & Social Media > Social

Customer Reviews

First of all, as someone who rarely reads books for entertainment, I really enjoyed this one. Besides being well written and structured, it throws some interesting ideas out there that have definitely made me look a bit differently at social media. Second, as someone who works with social media, you often find yourself guilty of focusing altogether on the details, the data, the algorithms. This book, however, gave me an opportunity to step back and look at the wider image of the social network. Very refreshing.

As a digital publisher, social media is a topic that is incredibly relevant to me. Luckett and Casey take a very thoughtful approach to explain how social media was formed, how it has made a huge impact on the world, and how it will play a significant role in the future. Really enjoyed the case studies, including memes and events that have played a big part of recent history. Appreciated the authors' honest approach and many interesting facts. Would highly recommend to anyone interested in digital media.

One of the best reads of the past decade. Which is longer than the world of Social Media we now live in. Great historical perspective, but more importantly points the way forward of how to navigate the fast paced social media world we are turning into.

The authors do a thorough and effective job making sense out of the often confusing and always changing world of social media. Actionable advice. Essential reading for anyone in marketing, business development or innovation.

Oliver and Michael have a broader understanding of what social media is, does, and can be used for than anyone else I've read or met. Congratulations on such great work and inspiring so many of us!

Oliver & Michael have a profound understanding of how social platforms work today, and more importantly how they're affecting society in both a positive and negative way. A fascinating must read for those interested in social technology, communications, marketing and/or innovation.

The past the present the future converge in this wonderful book about the internet.

Wonderful Book. After reading it I truly view the world through a different lens.

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

The Social Organism: A Radical Understanding of Social Media to Transform Your Business and Life Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Social Media Marketing: Dominating Strategies for your Business with Social Media (Edition July 2017, Facebook, Snapchat, Instagram, Twitter, LinkedIn, YouTube) Twitter Marketing: Learn How To Grow Your Twitter account to 1 Million Followers in the first 6 months. (Social Media, Social Media Marketing, Online Business) Social Media Marketing Workbook: 2017 Edition - How to Use Social Media for Business Social Media Marketing Workbook: 2017: How to Use Social Media for Business Media Ecology: An Approach to Understanding the Human Condition (Understanding Media Ecology) Who's In Your Social Network?: Understanding the Risks Associated with Modern Media and Social Networking and How it Can Impact Your Character and Relationships Spartan Fit!: 30 Days. Transform Your Mind. Transform Your Body. Commit to Grit. Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Profit from the Positive: Proven Leadership Strategies to Boost Productivity and Transform Your Business, with a foreword by Tom Rath (Business Books) Radical Ecology: The Search for a Livable World (Revolutionary Thought and Radical Movements)

Contact Us

DMCA

Privacy

FAQ & Help