

# Renegades Write The Rules How The Digital Royalty Use Social Media To Innovate By Martin Amy Jo 2012 Hardcover

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written for technology professionals and business managers owners alike this new easy to

understand book provides you with a comprehensive overview of the key legal and economic issues that affect rights of access and use for intellectual property and knowledge assets with special emphasis on computer software internet content and digital media it is the first book to address management of both traditional intellectual property and the broader set of knowledge assets in a single resource it presents these subjects in a style appropriate for a wide range of practitioners who are not intellectual property or knowledge management specialists and approaches the challenge of managing these assets from a multidisciplinary perspective

since its initial publication how to win friends and influence people has sold a total of 15 million copies the book continues to sell briskly today but carnegie never anticipated the ways in which the digital age would provide new tools and challenges for winning friends and influencing people the advent of social networking sites the dominance of email and the ways in which the internet has supplanted face to face interactions have made carnegie s precepts all the more immediate and vital brent cole working in tandem with dale carnegie associates inc has reimagined the original book for the digital age updating and reframing carnegie s insights about communication self expression and leadership

learn the rules to building loyal and lucrative digital followings renegades write the rules reveals the innovative strategies behind the social media success of today s top celebrities brands and sports icons and how you can follow their lead author amy jo martin is the founder of digital royalty and the woman who pioneered how professional sports integrate social media in this book she shows how to build a faithful following and beat the competition clamoring for people s attention by continually delivering value when where and how people want it people want to be heard to be involved to be entertained to be adventurous to be informed reveals the winning strategies for using social media to achieve dramatic results shows how to gain influence with social media that requires an unprecedented and potentially uncomfortable level of accessibility and ongoing affinity filled with illustrative examples of social media successes including dwayne the rock johnson shaquille o neal and nike that show how humanizing a brand through social media leads to monetization explores how amy jo martin and other successful entrepreneurs are becoming renegades by using social media to innovate their personal and professional lives the book reveals one of the basic rules of digital media success humans connect with humans not

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logos and creative taglines

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