



Social Boom!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, Rake in the Cash, and Grind Your Competition Into the Dirt

Jeffrey Gitomer

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"Social BOOM!" addresses every aspect of social media, including the business periphery (blog, personal website, e-zine) that you need in order to create the real law of attraction. When you create a connection, it's an indicator that that prospect, or that customer, or that individual wants to continue the online relationship, which may lead to real business. Graduate from social media to business social media by creating value that others will perceive as important to fulfilling their needs. As you go through each aspect of this foundation-building, platform-building book, you will learn about the business social media tactics that author Jeffrey Gitomer and other experts are using right now. None of the ideas are random. All of them are fully tested and can be implemented by you, too. None of the ideas contain solicitation (buy my product, make a lot of money). All of them get you and your brand out there in a systematic way that will bring in dollars. Best of all, the strategies are presented in a way that will allow you to put them into practice immediately.

Social Boom!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, Rake in the Cash, and Grind Your Competition Into the Dirt Details

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From Reader Review Social Boom!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, Rake in the Cash, and Grind Your Competition Into the Dirt for online ebook

Joe Faust says

Good News: Some excellent points about and ideas for using Social Media: Bad News: He only wrote about half the book (lots of guest writers), and it turns into an ad for his products and services at the end.

Loy Machedo says

The beauty of Jeffrey's books can also be his Achilles heel. So which one am I more inclined towards? The beauty and not the beast.

Let me explain.

Here is another small little book, condensed with to-the-point nuggets of what it takes to be the someone or something in the social world. In fact, I consider this more as a workbook and guide and less as a read-through-and-enjoy kind of book.

Unlike his other books, this book is not written entirely by Jeffrey. And it is not like one seamless chapter after another. I found it to be a contribution of ideas and useful articles by those Jeffrey has anointed as the chosen ones worthy of being the Social Media Experts. And mind you, they are not amateurs or wanna-be's – They are some of the top names in the industry. People like Sally Hogshead, Mitch Joel, Richard Braser, Joe Soto, Noah Rickun, Mike O'Neil, Lori Ruff, Mark Schaefer, Chris Hamilton, Julien Smith, Andy Sernovitz and Shar Govindan. Yes, Yes, I know none of these people are 'famous'. However, the tips, tricks and strategies offered by these professionals are truly worth a glance.

If you are planning to read this book casually, let me put it to you as politely as possible – You are wasting your time buddy.

However, if you sincerely plan to put into practice the steps outlined in this book, chances are, you will see a difference in your Social Media Life.

The only drawback to this book is the fact that though all Social Media Experts claim that Social Media is the future – there is a large portion of the population that still does not use Twitter, where people misuse Social Media like Facebook & a lot of businesses still are not active on the Social Media front. How I know this? Well I speak from experience in a Middle East country which is one of the most modern in the world – Dubai.

So based on that, I had to cut down a few pointers. Otherwise, and still, a good book worth reading.

Overall Rating 6.5 out of 10.

Henri Hämäläinen says

I recently read Jeffrey Gitomer's Social Boom! This wasn't a book that belong to my to read list, but I still read it because we had some LinkedIn related ideas flying around the office. I wanted to check if there would be some good tips about business social media for us.

Contents of the book as such are quite good. It goes trough the most important social media's from business point of view and tells how one could create sales leads with social media. Book didn't offer much new for myself, but that might be due to me being quite familiar with Social Media's already.

The style of the book was much too American for me. There was big bold letters and amazing words used all the way through the book. I think it was made for American sales man. For silent northern European it was awful to read. I felt like someone was shouting to me and slapping my face all the time.

I do like that people don't care about what others have to say. Jeffrey Gitomer seems to be just this kind of a guy. He talks straight and teaches what he has learned. I do appreciate that. He just feels much too arrogant for my taste.

I don't actually recommend this to anyone. It is not bad as such, but it is not fun to read. It felt bit like watching some bad daily discussion TV show, where there's too much drama on everything. There must be better written books about business social media than this one.

This review was originally posted to my blog [here](#)

Michael says

Self-promotional, self-indulgent. Hard to read with all the various fonts and constant name dropping and having a speech disguised as a what-to-do on business social media and LARGE CAPATALISATIONS makes for a very tiring self-rave and pat on the back.

Blog on Books says

Jeffery Gitomer's "Social BOOM!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, ... and Grind Your Competition into the Dirt" seems to be the best of these titles, mostly due to Gitomer's in-your-face writing style and attitude. (Doesn't the title say it all?)

Gitomer, the man behind the Sales Caffeine salesmanship program is a motivational speaker, lecturer, consultant and prolific author in the field of sales and mass marketing. His "Social Boom" book comes across with the same aggression, cut-to-the-chase messaging and gusto that is typical of his other programs. He does not approach social media from a technician's point of view (like, say, HubSpot's Dan Zarrella), but rather from the angle of customer interaction. Gitomer takes a practical approach to where to interact, how

much to interact and what are the advantages and disadvantages of each technique and service. He may not be on the cutting edge of the social marketing trend (books in this category have been circulating for nearly half a decade now), but he is no-nonsense in his approach. Gitomer's advice is not necessarily the freshest (use a URL shortener – duh...) but he more than makes up for it in attitude and spunk. If you want a book that will make you sit up and pay attention, grab this one now. At 190 pages it packs a powerful punch.

Kevin Eikenberry says

I'm pretty active on social media, especially when thinking about, as the book subtitle suggests, business social media. I bought this book for three reasons:

1. I respect the work of the author
2. I thought this book might be a good recommendation here, both because of the topic and the author
3. I hoped I could get at least one nugget that we could apply.

- See more at: <http://blog.kevineikenberry.com/leade...>

Alain Burrese says

"Social Boom: How to Master Business Social Media" by Jeffrey Gitomer is a great little guide book on using social media to brand yourself, sell yourself, and more. It's not really a book you need to read cover to cover, but rather a book of short chapters, lists, and input from other experts besides Gitomer.

The book contains different size fonts, bullet points, lists, colored text, and a few graphics. All of these make it an easy and quick read, as well as one with the important ingredients highlighted.

The book focuses on the big four: Facebook, LinkedIn, Twitter and Youtube. (There is also a lot about blogging, the glue that binds these all together.) In a nutshell, this book tells you why you should be using all of these platforms and how you should be using them. The key ingredient to how is to provide value.

I think the book has a lot of practical advice along with a motivational message of "start doing this today!" I'm going to keep this book handy as a revamp my social media efforts. If you have a business, using social media is almost a necessity. Gitomer's "Social Boom!" is a great little book to help you use the main vehicles the most effectively.

Don The Idea Guy says

Excellent new book from my friend and mentor, Jeffrey Gitomer. One of the first books specifically applying best social media practices to business and sales. A quick read with great advice from Jeffrey and other social media movers and shakers. Each chapter is filled with easy concepts on which to take action and apply to your own social media marketing efforts two seconds after you read them.

Robert Chapman says

This is an awesome book. The author is clear, direct, and on every single page there is actionable content. I really liked the detailed breakdown of the benefits and usage of LinkedIn and Twitter. Anyone could read this book and start taking action with Social Media.

Alexander Koro says

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Rachel Carrington says

If you're looking for a way to use social media to your advantage, then read this book. If you want to know the wrong way to use social media, read this book. Jeffrey Gitomer pulls no punches, but he does so in a way that makes you smack yourself in the head and say "why didn't I think of that?". A lot of great information is packed into 192 pages, and it's worth a second and even third read.

Alexander Krastev says

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Ray Kelly says

Social Boom is a fun and easy to read guide about the business social media tools that are changing the face of business. It is a step-by-step guide to getting started with social media and making the most of this relatively young but potent marketing weapon and will help you attract, engage, and connect worldwide

through Facebook, Twitter, LinkedIn, and YouTube. Social-media veterans may find it useful either as refresher or as a gift to stalwart skeptics to get them started.

Doug says

This book was a lot different read than previous books from Jeffery Gitomer. This book is a compilation of information from numerous others, as well as from himself. While the information overall was good, it made reading the book seem somewhat odd because the normal "Gitomer" flow or continuity wasn't there. Additionally, the information being given (from one presenter to another) was very similar or somewhat redundant ... not badly, but just enough to make you have a moment of déjà vu.

While I am a big "Gitomer" fan, and enjoyed this book, it probably will not be high on my list of favorites.

To put it into Mr. Gitomer's parlance ... I just don't know that the value is there.

Marc Bowers says

This book was short and to the point. Jeffrey Gitomer continues to put out great reads that can help you and your company.

Any company that currently has a social media presence or is looking to create one, then you must read this book. If you don't read this book, then your social media presence is not or can't be amazing. Jeffrey offers great value and business advice on how to make social media work for you and your company.
