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## Social Media Geek-To-Geek: Practical Insights for Technology Marketers (Paperback)

By Rick Jamison

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...

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