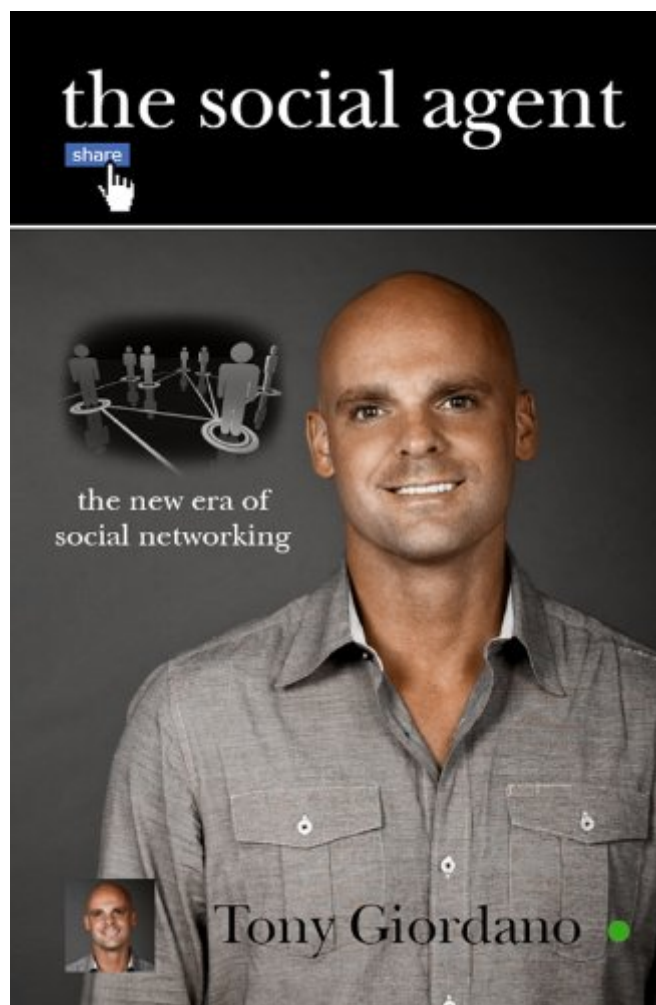


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# The Social Agent: The New Era Of Social Networking



## Synopsis

A book that explains a simple approach to social media to grow a business and a professional's production. Tony Giordano shares his secrets and dispels myths associated with social media through his personal experiences and examples. One of the most common mistakes made, is business professionals thinking, "if you build it they will come" works with social media. It does not, it is more like, "if you build it, you better know how to use it..." A modernly written book with QR codes, abbreviations, and great tips, this light read brings major benefits to the reader. Testimonial: Allana Baroni - Featured Contributor for [www.Oprah.com](http://www.Oprah.com) and author of 'Get Social' "Tony killed it! His book focuses on social media as a tool for human interaction, not solely as an extension of your office. The Social Agent is one big 'how to' book for increasing your production by digitally mixing work with play in an appropriate manner."

## Book Information

File Size: 1032 KB

Print Length: 90 pages

Publication Date: February 24, 2012

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B007PIMCI8

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #502,078 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #37

in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Sales & Selling >

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## Customer Reviews

This book is beginning to get a little old and can use an update. Don't get me wrong, everyone will get actionable advice that can be put into use for every business but an update would be helpful, nonetheless. Tony guides you effortlessly through the process of creating your Social Media

Business presence. He guides you as you learn how to make your pages more informative and popular than those of your peers and competitors. Buy this book, put it into practice and watch your business grow.

Very simple and to the subject. Easy read that opened many unanswered questions to the way social media works today and how it can influence every business and create traffic, thus success. I am an old soul and never saw myself as being able to do too much online, but after reading Tony's book, I approached everything with ease and it turned into a pleasant experience, helping my company and my presence online. Thanks so much Tony! YN

Published in 2011, yet the information continues to be relevant. True, Google+ is out and there is little mention of Instagram; however, the Fab 5 (now 4) of Facebook, LinkedIn, YouTube and Twitter continue to be the big dawgs of social media. Tony provides some clear definition of the intent of each platform along with suggestions for best usage.

Tony is TOPS in his game at being a social agent and has taught many others as well! Thanks for the great ideas!

I sat in on one of Tony's sessions and it was fantastic. The book was an easy read with easy to follow instructions on how to improve my social media connections.

Attended one of Tony's seminars and bought this as a reference copy. Great Stuff...!

I know a lot about Social but this boom was helpful in solidifying my info and thinking. ALSO cleared up my wife's thinking that Social was not of value.

He drones on endlessly about why social media in general is so awesome but never provides a single strategy or tactic beyond "like people's comments and send out friend requests". I'm sure he's amazing in his own business, but this does not come close to teaching you how to do it yourself.

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