

INDEX

- access to services 210–15
- ad campaigns 4, 5, 13–14, 41, 42, 48–9, 61, 203–6
- adaptability needs 213–15, 218–20
- Africa 186
- aggregators 99–100, 104, 109
- AIDS/HIV 186–7
- AllTop 104
- Altimeter studies 115–16
- Amazon 78
- American Express 136
- analytics 48, 105, 122–5, 129, 134–5, 173–83, 190–206, 219–20
- Anderson, Chris 92, 151
- anger 26, 138–43, 172
- anonymity issues 35, 140, 158–9, 171–2
- Apple 24–5, 52–3, 76, 78, 138
- apps 31–3, 56, 76–8, 160–4, 205
- Astley, Rick 30–1
- attacks by trolls 138–43
- audiences 5–6, 15, 25–7, 31–3, 49–53, 86–7, 90, 91–3, 98–109, 118, 127–31, 135–43, 148–55, 173–4, 183–6, 189–206, 210–15, 218–20
- Australia 43–4, 150
- authenticity 8, 27–31, 35–7, 51–3, 59–60, 86–7, 103, 117–18, 128, 138, 163–4, 206
- authority concepts 20–1, 32, 34, 36, 55–6, 170–4, 183–4, 185–8, 210–15, 219–20
- see also* expertise; reputations; trust ...
- authority 170–4, 183–4, 185–8
- autobiographies 18–22, 24–7, 31–2, 34–7, 158, 160, 205–6
- automated social media efforts 59–60, 86, 89, 117–18
- B2C world 127–8, 209–10
- baby influencers 169–70
- back catalogues 26–7

- bank analogy 15, 16
 Bieber, Justin 28, 139, 183, 186, 193
 Big Brand era 112–13
 ‘Big Five’ hunts 99–109, 128–9, 201
 big guys 129–31, 151, 154, 168–9, 178–9, 211–15, 220
 black-hat software scripts 194–5
 Blackberry devices 42
 blackmail 117–18
 Blip.fm 31–2
 blocking tools 141, 143
 blog rolls 101
 BlogDash.com 101–2
 bloggers 99–102, 109
 blogs 15, 21, 29–30, 36, 41, 70, 74–8, 81, 82–3, 84, 99–102, 109, 122–3, 125, 129–30, 142, 147, 197–200, 203–6
 see also Facebook; micro-blogging; Twitter
 body language 160–1
 Boing Boing community 123
 bonds 8–10, 11, 16, 83–4, 87–8, 115, 164, 173–4, 210–15
 books 5
 boredom dangers 93
 bots 59–61, 124, 131, 194
 ‘Brand Journalism’ 50–3
 brand messages 9, 40–3, 45, 51–5, 58–9, 64–72, 107, 112–13, 128–9, 204
 ‘Brand You’ 55–6, 58–9
 branded accounts 36, 55–6
 brandividuals 67–8, 72, 204
 Branson, Sir Richard 212
 bribes 180–1, 188
 Broadcast Age 9, 12–13
 browsers 76, 178
 Buffett, Warren 66
 burn-out dangers 93
 business cards 205
 cameras 32–3
 campaigns 4, 5, 13–14, 41, 42, 48–9, 51, 61, 203–6
 campfire storytellers 91–3
 Canada 88
 caring 6–7, 9–10, 114–19, 211–15, 219–20
 celebrities 28, 139, 146–7, 151, 183, 186–8, 190, 200–1, 204
 Central Plank concept 125–7
 centres of excellence (CoEs) 68–72
 CEOs 219
 champions in companies 54–5
 change 213–15, 218–20
 charities 186–8
 charm 25–6, 86
 check-ins 162–4
 choices 5–6, 22–4, 36–7, 74–84, 177, 193, 196, 205–6, 211–15, 218–20
 churn problems 194–5
 Cialdini, Robert 170, 172
 Citi 118
 co-opted cultures 128
 cocktail party analogy 39–45, 103–4, 106, 109, 130–1, 178
 CoEs *see* centres of excellence
 collaborators 154–5, 219–20
 Comcast 117–18
 commitment 170–4, 209–15
 common values 69–70, 72, 169–70
 communities 6–16, 43–4, 86–7, 92–3, 95–109, 118–19, 121–31, 133–43, 145–55, 158–64, 168–9, 173–4, 177–80, 188, 190–206, 211–15, 218–20
 see also audiences; fans; influence; trust ...

INDEX

- community managers 126–8
- competitors 19–20, 77–8, 196, 207, 211–15
- complaints about products/services 49, 113, 116–19, 135, 137–9, 141–2, 143
- compliance aspects 168–9
- conferences 23, 32, 71, 87–8, 146–7, 159–64, 203, 206
- confidence needs 58–9, 61, 183–4, 218–20
- conflicts 66, 67–8, 72, 113
- consistency 170–4, 210–15
- consulting firms 53–4
- content 3–16, 19–20, 22–4, 36–7, 58–9, 61, 69–70, 74–84, 115–16, 177
- content farms 124
- content marketing 51–2, 70–1
- contests 152–4, 173–4
- continuous learning 213–15, 218–20
- controls 66–72, 135
- conversations 4–16, 54, 87, 91–3, 99–106, 109, 170–1, 184–6, 199–200
- Cosby, Bill 57–8, 61
- CoTweet 69
- counterfeit social currency 27–31, 37, 72, 163–4, 191–2
- ‘creating content’ 70–1, 73–84, 128–9, 168–9, 204–6
- crisis management 44, 113, 115–16, 135, 137–43, 149–50
- cross posts 197–200
- crowd accelerated learning 91–3
- Crowdboost.com 88
- cultural issues 53–5, 61, 66, 72, 73, 112–13, 128–9
- curation concepts 5, 75–84, 104–9, 168–9, 170–1, 203, 218–20
- curriculum vitae (CVs) 18, 36
- customer services 44, 49, 54–5, 111–19, 135, 137–42, 143
- customers 19–20
- Daily Mail* 142
- dancing 89–90, 92, 152, 183–4
- Daring Fireball community 123
- databases 108–9, 127–8
- death hoaxes 27–8, 30–1
- demographics 13–14
- Digg 104
- digital natives 219–20
- directories 105, 129, 192, 196, 206
- DISC assessments 184–6
- discussions 4, 16
- dissenting views 77–8, 80–1, 84
- diverse beliefs 77–8, 80–2, 84
- DJs 4, 87, 202
- Doctorow, Cory 182
- Domo Kuns 79
- Dorsey, Jack 151, 159
- do’s and don’ts 106–7, 194–5, 212, 218–20
- Dunbar, Robin Ian MacDonald 7–8, 102, 126–8, 177–9, 220
- eBooks 198–9
- ecarin.com 101–2
- Edge Rank 139
- egos 183–4, 190–1, 219–20
- ‘ecosystem’ origins of blogs 15, 21
- Einstein, Albert 50
- emails 29–30, 56, 65, 108, 146–7, 205–6
- embarrassing content 19–20, 58–9, 69–70, 115–16
- employees *see* workers

MASTERING STORY, COMMUNITY AND INFLUENCE

- empowerment 66–72
- ‘engagement’ benefits 9–10, 13, 83–4, 123, 127–31, 191–206, 209–15
- ethics 180–1
- etiquette 15, 28, 29–30, 36, 40–5, 81, 82–3, 84, 99–102, 104, 107, 130–1, 146–7, 178, 199, 219–20
- ‘evergreen’ content 27
- every company is media company (EC=MC) 49–53, 61, 218–20
- evolutionary biology 126–8
- exile threats 107, 195
- expertise 18, 20–1, 23–4, 49, 55–6, 60–1, 80, 84, 86–7, 102–3, 161, 171–4
- exploiters 117–18, 151
- exposure 201–6

- face-to-face meetings 158–64, 201, 206
- Facebook 15, 25–6, 30, 31, 36, 42, 48, 78–9, 101, 102–3, 123–5, 136, 138–9, 142–3, 147, 149, 153, 162, 163, 171–3, 176, 177–8, 203–4, 206, 219
- faceless logos 67–9
- fake authority 171–2
- fans 43–4, 116–17, 135–43, 146–7, 148–55, 209–15
 - see also* audiences; communities; superfans
- fashions 88, 129, 183
- fears of social media 56–8, 61
- feedback from audiences 86–7, 91–3
- Feedburner 197–8
- Feedly 76
- Fernandez, Joe 175
- Fifth Estate 100–2
- filters 15, 51–2, 74–5, 78–9, 82–3, 106–7, 125, 129–31, 147, 177–8
- finding communities 97–109, 128–9, 137, 177, 191–3, 218–20
- first-time experiences 87, 91–3, 99–106, 109, 170–1, 199–200
- Flickr 32
- Flipboard 76
- focus groups 13
- follow backs 146–7, 189, 192–6, 205–6, 213–14
- #FollowFriday 151–2, 185
- foodie experts 185–6, 204
- Ford 116–17
- Foremski, Tom 49
- Fortune 100 CEOs 219
- Foursquare 163
- friend relationship management 121–31, 133–43, 149–50, 152, 193–206, 213–15
- friends in need 124–5, 133–43
- Fry, Stephen 151
 - @GaryVee 41
 - gatekeepers 100–2
 - Gates, Bill 190, 192
 - Gawker 142
 - geeks 24–5, 42, 78–9, 122–3, 153
 - ghost writers 59–61
 - gifts 180–1, 188
 - gimmicks 51–2, 71, 183
 - Gmail algorithms 125
 - goals 53–6, 58–9, 61
 - goodwill gestures 41–2
 - Google 19–20, 26–7, 34–6, 56, 74, 76–8, 83–4, 101–2, 103–4, 109, 124, 163, 175–6, 197, 203–4
 - gossip 7–8, 11, 16, 40–1, 102, 142–3
 - GPS 163

INDEX

- great speakers 51–2, 71, 161–2, 203, 206
- griefers 140–1
- grouphigh.com 101–2
- guest blogs 198, 206
- habits 173
- Hacker News community 123
- hard work benefits 89–93, 193–206
- Hare Krishna Society 180
- hashtags 103, 151–2, 161, 185, 197, 206
see also topic chats; Twitter
- HD videos 201
- Heilemann, Michael 122–3
- ‘help’ calls 124–5, 133, 137–43, 149–50, 152
- historians 18–19, 36
- ‘hits’, traffic volumes 122–5, 131, 173–4
- holiday experiences 22–3
- honesty 7–8
- Hong Kong 185–6, 204
- Hootsuite 69, 88, 161
- Horowitz, Bradley 34–5
- hostility 26, 138–43, 172
- how to make more friends 193–206
- how-to videos 200–1, 206
- ‘humanization of business’ 14, 44, 49, 52–3, 54–5, 66, 72, 82–3, 86
- humiliation 58–9
- humour 11, 25–6, 36, 40–1, 58–9, 77–8, 82–3, 86, 87–8, 89–90, 192–3, 208–9
- hunter-killer software 195
- ideas 6
- identity considerations 18–22, 24–7, 31–2, 34–7, 59–61, 171–4, 205–6
see also individuality ...; secret ...
- iMovie 73
- India 186
- individuality considerations 18–22, 24–5, 37, 59–61, 67–8, 83–4, 86–7
see also identity ...; personalization needs ...
- influence 20–1, 24, 99–100, 105, 109, 125–31, 146, 147–55, 159, 161, 162, 164, 167–88, 189–206, 207–15, 218–20
see also Klout ...; midfluencers; social proof ...; WeFollow ...
- infographics 34
- innovation 33–4, 92–3
- Instagram 32
- integrity needs 71–2
- interconnections 197, 212–15, 218–20
- interesting things to talk about 73–84
- intimacy transience 44–5
- investments 134, 137, 143, 212–15
see also ROI ...; social capital
- iPad 76–7, 152
- iPhone 24–5
- iTunes 200
- Ivory Towers 155
- JavaScript badges 197–8
- Jezebel 142
- jobs 19
- Jobs, Steve 52–3
- jokes 11, 25–6, 40–1, 83, 87–8, 181, 192–3, 208–9
- journalism 28–9, 50–2, 115, 180–1
- Keep a Child Alive 186–8
- Kelly, Kevin 148
- Kerekes, Ashley 43–4

- key performance indicators (KPIs)
53–5, 61, 134–5
- Keys, Alicia 186
- keywords 124–5, 196–7, 206
- Klout Perks 176, 180
- Klout scores 125, 129, 173–8, 180,
188, 194–5, 197–8
see also online influence scores
- Kred 175–6, 177
- Larry Eliason's work at Comcast
117–18
- laugh tracks, television 192–3
- leaderboards 192–3, 203–4
- leading by example 65–6, 214–15
- learning 91–3, 207, 213–15, 218–20
- leverage methods 196–206, 210–15,
219–20
- libels 141–3
- life-cycles 107–8, 178–9
- liking weapon of influence 170–4,
210–15
- link baiting 29–30, 124–5
- LinkedIn 102–3, 138, 147, 185, 219
- links and mentions, blogs 15, 29–30,
36, 81, 84, 101–2, 130, 197–8,
204–6
- Liss, Victoria 142–3
- listening benefits 39–45, 92–3
- Listorious 104
- lists 80, 104, 105, 106, 108–9, 127–8,
129, 131, 177–9, 192, 196, 204,
206, 220
- little guys 43–4, 146–7, 149, 150–5,
168–9, 209–11, 215
- live presence 4–5, 87–93, 100–9,
152–3, 160–2
- 'live' shows, television 87–8
- LOLcats 79
- long tail positions 191–2, 206
- loops 171–4
- loyal audiences 15, 27, 90, 93, 118,
135–43, 148–55, 173–4, 210–15
- loyalty programmes 135–7, 211
- Lucas, George 122–3
- lunatic fringe 75, 77–8, 81–2
- lynchmob mentalities 142–3
- magazines 4, 50–1, 202
- mailing lists 210–11
- major media events 88, 203
- marathon analogy 86–7
- the Marienthal brothers 57–8
- marketing 51–2, 70–1, 112, 128–9,
179–80, 185–6, 204–6, 212–15
- marriage proposals 149–50
- mass media marketing 4–6, 12–15,
16, 42–3, 50–1, 54–5, 78–9,
112–13, 122–3, 127–8, 202,
205–6, 212
see also ad campaigns; newspapers;
- radio; television
- mass production 13–14
- master narratives 24–37, 64–5, 78–84,
91–2, 102–3, 106, 115, 125–6,
149, 162, 178–9, 192
- mavens 168
- media aspects of social media 12–15,
49–53, 112–13, 218–20
- media companies 49–53, 55–6, 61,
218–20
- meetups 160
- 'meme' 79
- Meyer, Andrew 142
- micro-blogging 15
- Microsoft 78
- midfluencers 99–100, 105, 109,
128–31, 146, 191–206
see also influence
- mission 53–5, 61

- mistaken identities 142–3
 moderators 162
 monitoring benefits 41–2
 monkeys' analogy 9–10
 Monty, Scott 116
 motivational expressions 33, 184–5
 mp3 files 211
 Mr. Kelly's club, Chicago 57–8
 music 14, 31–3, 37, 52, 183–4
 Mutually Assured Humiliation 58–9
- narratives 17, 24–37
 neighbours 124–5
 network analysis tools 88–9
 networking events 88, 159–64, 203
 new people 107–9, 130–1, 146–7, 151
 news 88
 newspapers 4, 12, 14
 newsreaders 56, 75–84, 101–2, 104, 125, 170–1
 see also aggregators; apps; curation concepts; Google ...; RSS
 niche markets 24–5
 night-owl problems 88–9, 93
 noise levels 15, 51–2, 74–5, 78–9, 82–4, 106–7, 125, 129–31, 147
 non-compete clauses with workers 64–5
 non-content social currency 99–109, 148–9
 NPR 142
- obscurity dangers 201–2
 offline influencers 129, 147, 149, 155, 159, 162, 164, 201–2, 204–6, 211–15, 220
 offline publicity 202, 204–6
 OIS *see* online influence scores
 OK Go 89–90
- on with the show 47–61
 one-take benefits 89–90
 one-to-one interactions 12, 13, 16, 44–5, 130–1, 154–5, 169–70
 online content 3, 14–15
 online influence scores (OIS) 105, 125, 129, 173–83, 188, 191–2, 194–6, 206, 218–20
 see also Klout ...
 OPML files 104
 outsourced social media efforts 59–60, 117–18
 ownership of the storytelling accounts 64–5, 67–8
- passion 6–7, 20, 37, 69, 70–2, 86–7, 129, 137–9, 148–50
 PDF reports 198–9, 206
 Peer Index 175–6, 177–8
 PeepBrowser monitoring platform 42, 105
 performance 36, 85–93, 200, 218–20
 permissions 102–3, 108–9
 'persuasive' marketing 112, 113–14
 Peters, Tom 55
 photos 20, 31, 32–3, 37, 48–9, 51–2, 158, 160–2, 164, 171–2
 playing the crowd 183–6
 podcasts 199–200, 202, 206
 pop culture 73
 positive attitudes 184–6
 post-sales loyalties 135–6
 power techniques 170–1, 188, 210–15
 presence 4–5, 87–93, 100–9, 152–3, 160–2
 presentations 51–5, 92–3, 198–9, 203, 206
 print era 4–5, 12, 50–1, 115
 privacy considerations 18–19, 34–7, 56–8

MASTERING STORY, COMMUNITY AND INFLUENCE

- private lives 35–6, 56–8
 prizes, contests 152–4
 proactiveness benefits 115–17, 119, 139–40, 213–15, 220
 problem-fixing needs 54–5, 66, 116–19
 products/services 49, 113, 116–19, 135, 137–9, 141–2, 143, 210–15
 professional personal accounts 21–2, 36, 126–7, 150
 professional social media groups 99–100, 102–3, 109, 201, 206
 profile pages 20–1, 158, 160–1, 164, 171, 205–6
 protesters 160
 pseudonyms 35–6, 158–9, 171–2
 public relations (PR) 43–4, 202
 public speakers 51–2, 71, 161–2
 publicity 202–6
 Publishing Era 12–13
 Pulse 76
- Qantas 43–4
 QR codes 205–6
 qualifications 20
 qualified leads 20–1, 28–31
 quality/quantity of relationships 122–31, 173–4, 188, 190–206
 quiet fans 152–5
 quotes 33, 37
- Radian6 monitoring platform 42
 radio 12–13, 202
 Rahr, Stewart 187
 The Ranger Station Ford fansite 116–17
 re-runs 88–9, 93
 reactivity, proactiveness benefits 115–17, 119, 139–40
 read/write time combinations 76–7, 82
 real-world communities 159–62, 179–80, 220
 reciprocation weapon of influence 170–4, 180–1, 209–15, 219–20
 Red Bull 128–9
 Reddit 123
 referent power 171–2
 relationships 4–16, 29–30, 32–3, 44–5, 64–5, 82–4, 107–9, 113–19, 121–31, 133–43, 154, 169–88, 190–206, 207–15, 220
 remunerations 71–2
 reports 198–9, 206
 reputations 7–8, 20–1, 29–30, 44–5, 66, 71–2, 113, 128–9, 179–82, 185–6, 188, 194–5, 218–20
 resistance problems 70–1, 185
 responsibilities 10, 18–19, 48–9, 64–72, 128
 ‘the rest of our lives’, social media prospects 219–20
 retractions 115–16
 retweets 88–9, 99–100, 114–15, 123, 139, 148–9, 151, 172–3, 176, 180–1
 RGMs *see* Rube Goldberg Machines
 Rickroll prank 29–30
 risk factors 7–8, 19–21, 29–30, 44–5, 58–60, 66, 69–70, 71–2, 134–5, 194–5
 ROI values 134, 137, 143, 212
 role models 219–20
 royals 88, 129–31, 151, 154, 168–9, 178–9, 211–15, 220
 RSS 75–8, 104
 Rube Goldberg Machines (RGMs) 90
 RushKoff, Douglas 3, 10–11

INDEX

- Sad Keanu 79
- sadness 26, 209
- Saturday Night Live* (tv show) 87–8
- scarcity 170–4, 211–15
- schedules 88–93, 103–4
- Schmidt, Eric 74
- secret identities 34–7, 66, 68–70, 140, 158–9, 171–2
- self concepts 111, 183–4, 190–1, 219–20
- SEO tricks 124
- sexual invitations 149–50
- Shakespeare, William 56
- sharing 3–16, 23, 27–31, 34, 37, 40–1, 49, 51–2, 56, 68, 71–2, 78–93, 102, 115, 130–1, 142–3, 150–1, 163–4, 170–1, 173–4, 177, 191–2, 197–206, 210–15, 219–20
- Shirky, Clay 49
- short head positions 191–2, 206
- short-cut rip-offs 194, 218
- ‘signal’, noise factors 83–4
- sizes of audiences 5–6, 127–31, 189–206, 220
- skills, socialeaders 6, 15, 22–3, 83–4, 91–2, 113, 140, 143, 155, 160–1, 183–4, 212–15, 218–20
- small talk 32–3, 82–4, 154
- smart workers 76–7, 82, 83–4
- smartphones 76, 162–4, 205
- SMS 159
- snobs 145–55, 178
- social capital 15, 16, 53–5, 92–3, 97–109, 113–19, 137–43, 149–51, 160–1, 170–1, 177, 179–81, 186–8, 195–206, 209–15, 219–20
- social credit 173–83, 188, 190–206, 220
- social currency 7–8, 10–11, 14–15, 16, 18–22, 24–32, 33, 34–7, 42, 48–55, 61, 64–5, 67–8, 72, 74–84, 86–93, 99–109, 117–19, 123–4, 128, 130–1, 138–43, 148–9, 152–3, 158, 160, 163–4, 170–1, 191–2, 193–206, 213–15, 218–20
- see also* content; gossip; stories; value
- conversions 33–4, 173–4, 209–11, 215
- sources 14, 19–20, 27–31, 42, 48–53, 80–4, 177, 205–6, 218–20
- ‘social grooming’ 9–10, 11, 60, 81–2
- the social haves and the have nots 218–19
- social media
- advantages 5–6, 9–10, 14–15, 98–9, 218–20
- business opportunities 5–6, 20–2, 42–5, 59–60, 86–8, 92–3, 106, 117–18, 134–5, 155, 160–1, 164, 179, 193, 206, 209–15, 218–20
- critique 82–3, 122–5, 126–8, 131, 159
- fatigue problems 213–15
- future-proofing methods 213–15, 218–20
- power-law distribution in social media 191–2, 206
- tools 30–1, 56, 68–72, 75–8, 83–4, 88–9, 101–9, 123, 141, 147, 160–4, 173–7, 199–200
- social media accounts 21–2, 36, 66–72
- social proof weapon of influence 170–4, 186–8, 190–206, 210–15, 219–20
- the social train 217–20

MASTERING STORY, COMMUNITY AND INFLUENCE

- socialeaders 6–7, 14, 15, 22–3, 45, 49,
 52–6, 58, 60, 65–6, 71–2, 75–84,
 91–3, 98–9, 107, 113, 117, 128,
 139, 140, 143, 152–5, 160–1,
 173–4, 177, 183–8, 201–6,
 209–15, 218–20
 Soundcloud 32
 South by South West Conference
 159
 spam 59–60, 194–5, 212, 219–20
 Spears, Britany 186
 spoken word 199–200
 sponsorship 128–9
 Spotify 31
 stalkers 149–50
Star Wars (movie) 122–3
 Starbucks 112–13
 stars 63
 start-up businesses 209–15
 status updates 48–9
 stories 4–6, 7–10, 11, 15–16, 17–37,
 39–45, 47–61, 64–5, 66, 67–70,
 72, 73–84, 86–93, 115, 125,
 129–31, 140, 147, 149–50,
 158–9, 163–4, 171–2, 173–4,
 177, 191–3, 196, 205–6, 211–15,
 218–20
 see also gossip, master narratives;
 social currency
 strategies 177–88
 strawberry flavoured paper gimmicks
 51–2, 71
 super stores 13–14
 superfans 43–4, 148–55
 sycophants 107, 130–1

 tablets 76, 174–5
 technical support 44
 technological background 12–15,
 24–5, 78–9, 159
 Technorati 101
 TED 92–3
 telemarketing 212–13, 215
 television 12–13, 14, 87–8, 192–3,
 202
 thank you's 15, 29–30, 36, 81, 82–3,
 84, 151–2, 199
 @theashes 43–4, 150
 thick skins 140, 143
 thought-leadership 19–20, 22, 26, 31,
 33, 48–9, 51–3, 68–9, 72,
 149–50, 198–9
 Timelines 31
 timeliness of social currency 26–7,
 171–2
 tips 40–1
 Top 10 lists 80
 topic chats 99–100, 103–4, 109,
 178–9
 traffic volumes 122–5, 131, 173–4,
 192–3
 training needs 65–71, 116
 Tran, Binh 175
 transparency issues 54–5, 71–2, 118,
 218–20
 trend-spotting skills 80–1, 129,
 213–15
 trust concepts 6, 8, 20–1, 23, 27–31,
 36, 37, 51–2, 60–1, 80–4, 105,
 118–19, 131, 168–9, 175–7,
 185–8
 truth 8, 27–31, 35–7, 51–5, 59–60,
 72, 163–4, 192–3, 206
 turntable.fm 31
 Twain, Mark 27–8
 tweetups 160
 tweetwalls 160–1
 Twello 196
 Twiends 196
 twillionaires 190–1

INDEX

- Twitalyzer 105, 175–6
Twitter 15, 25–6, 30, 41–4, 49, 54,
70, 78–9, 82–3, 87–9, 99–100,
101–2, 103–4, 114–19, 123, 137,
138–9, 146–9, 150, 152–3,
158–64, 187, 194–8,
205–6
Twittercounter.com 192–3, 204
Twitterholic.com 192–3
Twittermobs 159–63
- Underpants Problem 207–15
unique visitors 122–3
URLs 30–1, 69, 88, 161, 205
- value 5–11, 24–5, 26–34, 41–2, 45,
51–2, 77, 84, 99–100, 103, 125,
129, 134, 137, 143, 155, 171–4,
181–3, 188, 208–15, 218–20
values 53–5, 61, 66, 69–70, 72,
169–70
Vaynerchuck, Gary 41–2
videos 11, 31–3, 37, 89–90, 200–1,
206
viral videos 11, 89–90
viruses 29–30
vision 53–5, 61
Vodafone 43–4
- walking the talk 66
wanderers 157
water cooler analogy 5–6, 13, 15,
150–1
weaponry aspects of influence 169,
170–4, 186–8, 190–206, 209–15
web 5–6, 92–3, 146–7, 162–3
webex.com 200
webinars 199–200, 206
weblebrities 146–7, 186–8
WeFollow.com 105, 129, 192, 196
‘The Whuffie Manifesto’ 181–2, 188
widgets 197–8
wines 23, 41–2
Wired 148
wit 25–6, 86
word-of-mouth marketing 128–9,
179–80, 185–6
workers 49–52, 53–5, 61, 64–72,
89–93, 112–13, 124–5, 128, 185,
193–206
World Cup 88
- Yellow Pages 196
YouTube 32, 83, 89–90, 186–7, 200–1
- Zite 76
‘Zuckerberg’s Law’ 48