



INDEX

- Advertising Age*, 242
AdWeek, 284
Altimeter Group, 266
American Airlines, 34–35, 217
Anderson, Chris, 4
Anheuser-Busch, 70–72,
Apple, 25, 49, 52, 96, 113, 116, 137,
217–220
Application Program Interface (API), 105,
223
Arrington, Michael, 41
Ash, Tim, 43
- Baby Boomers, 54, 233
Bacon Salt, 29–30
Baer, Jay, 244
Ben & Jerry's, 81–84
Bernoff, Josh, 244
Best Buy, 138, 142, 152, 160
Bezos, Jeff, 130
Biden, Joseph, 161
BlackBerry, 5, 79–81, 164
Blair, Tony, 128
Boise State, 19
Bolt, Usain, 159
Boston College, 51
Brady, Tom, 162
Braggadocian behavior, 48, 77, 79, 105, 122
Brogan, Chris, 244
Brown, Mack, 124
Buckingham, Marcus, 121
Budweiser, 69–70, 203, 220
- CareerBuilder, 225
Carnegie, Dale, 147, 152, 245
- Carville, James, xxi
Cashmore, Pete, 244
Chicago Tribune, 25
Chick-fil-A, 82
Clinton, Bill, 74–75, 267
Clinton, Hillary, 65, 71, 133
Clinton Political Machine, 133
CNET, 37, 44, 245
Coke, 61–62, 74, 76, 115
Comcast, 152, 244
Cookie, 207–208
Countdown with Keith Olbermann, 32
Craigslist, 225
Crawford-Hentz, Maureen, 228
Cuban, Mark, 158
Cyberactivity, 179
- Decker, Sam, 244
Democratic, 65–68, 78, 87, 133, 161
Democratic Nomination, 65
- Ebersol, Dick, 156
eBooks, 113–118
eBusiness, 292
eCommerce, 50, 86, 205, 222
EF Education, 110–111, 175, 293
Electronic Arts, 95
Eliason, Frank, 244
Ellen DeGeneres Show, The, 32
Esch, Justin, 29
Evans, Sarah, 244
- Facebook, 3, 38–40, 92, 124–127, 148, 152,
157, 166, 169–175, 178–179, 183–185,
242
Fey, Tina, 13, 84, 165, 203, 268

- Flickr, 81, 53, 190, 221
Forbes, 241
Ford Motor Company, 242, 260–261
Forrester Research, 197, 244
Foursquare, 10, 53–54, 91, 189, 216, 224, 229, 254
Fox, Maggie, 243
Frommers, 218
- Galloway, Scott, 243
Gartner Group, 78
Generation:
 X, 54, 57, 59, 92, 100, 120
 Y, 57, 92, 218, 234, 235, 258
 Z, 142
Gillin, Paul, 243
Godin, Seth, 243
Goldberg, Whoopi, 162
Good Morning America, 32
Google, 2, 8, 27, 33, 38, 41–50, 105–106, 129, 142, 151–191, 305, 310
Google AdWords, 202
Google Maps, 28, 108, 190, 210, 224
Grobe, Fritz, 62
- Halligan, Brian 243
Hansbrough, Tyler, 120–121
Harding, Matthew, 31–33
Harvard Business Review, 235, 290
Hasbro, 31, 169–72
Hawk, Tony, 235–236
Hawkins, Dan, 125
Heyward, Andrew, 65
Hefner, Hugh, 17
Howell, Jason, 138
Hsieh, Tony, 274
Hulu, 84, 163–167, 224, 288
- iCrossing, 101, 102, 287
iGoogle, 22, 148, 221
iPhone, 5, 52, 216, 223, 258, 261–262, 272
iPod, 49, 108, 114, 215, 262, 269
iStory, 148
iTunes, 137, 155, 222
Information indigestion, 3, 36
Interactive Advertising Bureau (IAB), 210
- Jarvis, Jeff, 38, 41, 43, 284
JetBlue, 8, 42–45, 152–154, 284
Jimmy Kimmel Live, 32
Joel, Mitch, 243
- John Deere, 184–185
Jupiter Research, 21
- Karim, Jawad, 32
Kasem, Casey, 5
Kawasaki, Guy 243
Kelsey Group, 217
Kennedy, John F., 64
Kilar, Jason, 163
Klecak, Niksa, 126
Krispy Kreme, 82
Kutcher, Ashton, 152, 243
- Lefkow, Dave, 29
Li, Charlene, 223, 241–242
Limewire, 160
LinkedIn, 17, 38, 45, 51, 92, 96, 225–228, 262, 276
Lonely Planet, 97, 218
Los Angeles Times, 25
Lufthansa, 217–222
- Malone, Thomas W., 74
Maltoni, Valerie, 242
Manning, Peyton, 162
March Madness, 3, 152, 156
Martin, Amy Jo, 242
Mayer, Marissa, 202
McCain, John, 63, 65–75, 148, 149
McGurn, Kevin, 167
McWhorter, John, 71, 285
Media Life, 188, 279
Mediate, Rocco, 156
Meet the Press, 26, 64
Mentos, 61–62, 143
Merritt, Tom, 138
Michigan State University, 293
Millennials, 57, 142, 233
Monty, Scott, 242
Morin, Dave, 127–128, 242
MTV, 57, 163, 175, 198, 289
MTV Rock the Vote, 82
Mulally, Alan, 260–261, 292
Multiple Individual Redundancies, 98, 119, 280
MySpace, 29, 40, 157, 164, 198, 223, 229
- Napster, 155, 160, 166
Naslund, Amber, 242
New York Times, 18, 25, 26, 113, 285, 286
Nielsen, 21, 60, 91, 156–157, 163, 285
Nike, 49, 206, 275

- Obama, Barack, 30, 64–91, 124–134,
148–149, 161, 201, 259, 271–274, 281
- Obama, Michelle, 65, 70, 161
- Odden, Lee, 241
- O'Brien, Ray, 113
- Ogilvy Group, 164
- Orbitz, 97, 160, 166, 212–212
- Osram Sylvania, 228
- Owyang, Jeremiah, 241
- Palin, Sarah, 13, 80, 84, 268
- Paperback Robin Hood, 293
- Paramount Pictures, 198
- PC Magazine*, 15, 283
- Phelps, Michael, 156–157, 160
- Photo commenting, 3
- Playboy*, 17–18
- Podcast, 64, 137, 147, 166, 234, 245, 272
- Powell, Colin, 64, 148
- Preventative behavior, 80, 38–47, 124, 161,
284
- Priceline, 97, 106, 154, 160, 166, 192, 211
- Raghavan, Prabhakar, 74
- Reality TV, 49, 63, 279
- Reich, Brian, 70, 245
- Robbins, Ken, 99
- Russert, Tim, 26
- Sanchez, Rick, 79, 148–151
- Sandberg, Sheryl, 224
- Saturday Night Live*, 13, 277
- Scandinavian Airlines (SAS), 218
- Schizophrenia,
killer, 120
- Schmitt, Garrick, 112
- Scott, Cas, 113
- Scott, David Meerman, 241
- Scrabble, 31, 169–172
- Scrabulous, 166–172
- SES Magazine*, 286
- Shah, Dharmesh, 241
- Shankman, Peter, 241
- Shirky, Clay, 241
- Singh, Shiv, 241
- Smith, Mari, 240
- Social bookmarks, 3, 23, 222
- Social business networks, 225–228, 232
- Social Commerce, 11–12, 91–93, 96, 119,
202, 204, 224, 244, 274
- Social graph, 147
- Socialmediorati, 183
- Social networks, 3, 30, 50, 96, 172, 202,
209, 217–218, 225, 275
- Socioeconomic shift, xxii, 179
- Solis, Brian, 240
- Southwest Airlines, 236–237
- Spears, Brittny, 72, 151, 154, 262
- Spielberg, Steven, 137
- Sports Illustrated*, 17
- Starbucks, 7, 81, 82, 84, 136, 148, 275
- Statistical noise, 74
- Stone, Biz, 191–192, 240, 250
- Stone, Charles III, 70–72
- Stratton, Scott, 240
- Strauss, Liz, 240
- Stride Gum, 32, 36
- Subscription revenue, 21, 36
- Tagging, 24, 39, 203
- Tancer, Bill, 5, 46, 51
- TechCrunch*, 41, 245
- TiVo, 157, 162–163, 205, 263
- Torres, Dan, 157
- Travelocity, 97, 154–155, 160, 211
- Travelzoo, 97, 106, 292
- TripAdvisor, 94, 97, 100, 104, 106–112,
172, 173, 204, 218
- Twitter, 2, 8, 38, 53, 61, 66–69, 76, 80–81,
85, 91–92, 96, 99, 110, 250, 254
- University of Texas at Austin, 293
- University of Indiana, 103
- Varian, Hal, 73
- Vaynerchuk, Gary, 240, 257–258, 290
- VH1, 32
- Viacom, 197–201
- Viral, 178
- Virgin Airline, 230
- Vogue Magazine*, 5
- Voltz, Stephen, 62
- Wake Forest University, 66
- Wall Street Journal*, 16–18
- Walters, Ed, 88
- Webber, Larry, 21, 240
- Webisode, 175
- Wikipedia, 27
- Wood, Molly, 84
- Woods, Tiger, 156, 168, 267, 273
- Zappos, 30, 152, 275
- Zillow, 27–28, 231
- Zucker, Jeff, 161
- Zuckerberg, Mark, 169, 250