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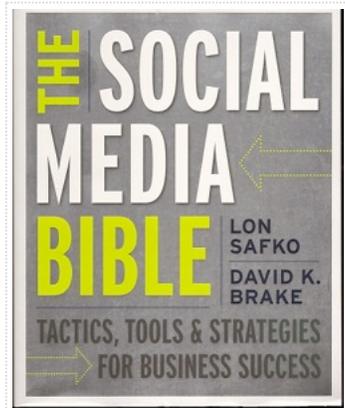


### Great Latino media reach

Federico Subervi, Ph.D. and Elena del Valle, MBA

## Businessmen outline social media basics, tool, strategies in extensive work

Posted by Elena del Valle on July 17, 2009



The Social Media Bible book cover

*The Social Media Bible Tactics, Tools and Strategies for Business Success* (Wiley, \$29.94), a 821-page tome from Lon Safko and David K. Brake published earlier this year, outlines basic social media issues in 43 chapters. The soft cover book is divided into three parts: Background Basics and Tactics (chapters 1-23), Tools (chapters 24-38) and Strategy (chapters 38-43). The authors believe that readers who successfully implement the strategies they outline in the book may increase revenues, improve profitability and remain relevant in their industry.

The two authors relied on 48 experts and authors from companies such as Wiley & Sons, Inc., Publishing, Flickr, Twitter, YouTube, Google, Yelp, LinkedIn, and MySpace, among others, to enhance their contribution to the book and its partner website. The book project required almost two years of planning and about six months to write.

"The most challenging aspect of writing a 43 chapter, 844 page book on social media was the wrapping my brain around the extensive landscape of social media. I took months to gather information about the hundreds of companies and tools then creating the 15 basic categories of social media applications," said Safko by email when asked what were the most challenging and rewarding aspects of the project. "Then the real work began; researching each of these technologies and compiling all of their histories, features, benefits, and interviewing nearly 50 of the world leaders on social media; Biz Stone, Twitter, Matt Mullenweg, WordPress, SVP YouTube, SVP, Flickr, VP MySpace, and even Peter Wiley, chairman of the Board for John Wiley & Sons, and Vint Cerf, the inventor of the Internet.

The most rewarding aspect of creating this work is the testimonials and stories I hear on a daily basis about how this book is answering so many peoples questions about social media and where they do they begin. Business people are both excited and stressed about social media. They all know social media is changing the way we all do business, but they don't know how they should be applying it. The hear that this book is helping so many people is the most valuable reward I could have hoped for."

The first section is designed to serve as an introduction on social media and its varied applications; they delve deeper in the second part where they address 100 social media tools and applications in 15 categories; in the last section, they share exercises for readers to determine their individual needs to facilitate

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Elena del Valle

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