



Chris Kuhn

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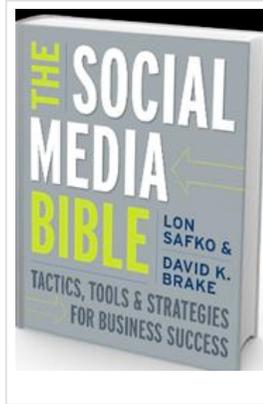
Biz Books Worth Reading: The Social Media Bible

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A few weeks ago, I picked up [The Social Media Bible: Tactics, Tools & Strategies for Business Success](#) (\$29.95) by Lon Safko and David Brake and have been engrossed by this mega-mountain of valuable social media information ever since.

Of course, the minute it went to print, it lost its up-to-the-minute representation of the current social media layout since the Internet changes so swiftly and so often, but that doesn't diminish its relevance. Small business owners will especially appreciate a detailed introduction to the various facets that make up the realm of social media, many which I'm sure most readers will not even realize fall under the umbrella. Smart business owners know they need to have a web presence but smarter ones know they need to interact with their prospective and existing customers to keep them interested, and this not only sets out to educate them about opportunities available to do this - it even makes recommendations.



The book is broken into three parts, as the subheading suggests. The first part breaks down the diverse categories of social media without focusing too heavily on its players, the second section introduces readers to just about every tool (at the time of the manual's printing, of course) that fall under the various categories with their advantages and drawbacks, and the third part offers advice on which tools work best for a number of different business types and marketing scenarios.

The most interesting parts of the book come not from the authors' themselves but from the impressive group of "industry experts" they've gathered to share their own stories and advice at the end of each chapter, including founders and innovators at MySpace, Twitter and ConstantContact, among others. The biggest downfall of the book besides its understandable quick-decaying nature is that the minds behind Facebook were not willing to participate as experts. It also published before the true power of Twitter began to reign over the arena, so there is not quite as much focus on Twitter as perhaps would be granted today.

In spite of these things, *The Social Media Bible* is still well worth the read and handy as a reference as you begin to take your business to new places to engage new markets and expand your reach.

Read more of Chris's work at www.kuhnworks.com and www.tampabayskirt.com and contact the writer at ckuhntampabay@gmail.com. Plus, follow Chris on Twitter [@CKuhnTampaBay](https://twitter.com/CKuhnTampaBay).

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Chris Kuhn is an Examiner from Tampa Bay. You can see Chris's articles on [Chris's Home Page](#).

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