



# **Sociable!:** How Social Media is Turning Sales and Marketing Upside Down

*Shane Gibson, Stephen Jagger*

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Social Media is turning sales and marketing upside-down, are you ready to profit from this global shift? It's not who you know but who knows you in today's hyper-connected marketplace. Understanding the role social media and social networking play in this new dynamic, is paramount to our future success as sales professionals, marketers, and corporations. Inside you will learn:

- The new rules of engagement in sales and marketing
- How anyone can become a global brand in their niche using social media
- Strategies and tips on influencing online "Thought Leaders"
- The top social media and networking tools for today and beyond
- How to effectively implement and rollout social media in your organization

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