



Curation Nation: How to Win in A World Where Consumers are Creators (Hardback)

By Steven C. Rosenbaum

McGraw-Hill Education - Europe, United States, 2011. Hardback. Book Condition: New. 234 x 160 mm. Language: English . Brand New Book. Business Leaders Are Buzzing About Curation Nation An indispensable guide to the brave new media world. -Arianna Huffington, editor in chief, the Huffington Post Gives me hope for the future of the Information Age. Rosenbaum argues for the growing importance of people-creative, smart, hip-who can spot trends, find patterns, and make meaning out of the flood of data that threatens to overwhelm us. -Daniel H. Pink, New York Timesbestselling author of Drive A testament to the strategic mind of a genius and a road map for developing engaging consumer experiences by curating content around your brand. -Bonin Bough, Global Director, Digital and Social Media, PepsiCo Perfectly on-trend-an insightful guide to the future. So entertaining you won't put it down. -Chris Meyer, author of Blur Read this book. Embrace curation, and you'll be ready to crush it with focus and passion in the noisy new world of massive data overload. -Gary Vaynerchuk, New York Timesbestselling author of Crush It Provides a wealth of real-world examples of how businesses can use the Web to give their customers a valuable...



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