



The Social Commerce Handbook: 20 Secrets for Turning Social Media into Social Sales

By Paul Marsden, Paul Chaney

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THE HYPE OVER SOCIAL MEDIA IS OVER. NOW IT'S TIME TO MAKE SOCIAL MEDIA PAY.

"The Social Commerce Handbook provides a practical road map for not only mastering but also monetizing your social media investment." -- MARK ELLIS, Managing Director, SYZYGY, a WPP Group digital agency

Learn the secrets to unlocking sales with the "Big Five"--YouTube, Pinterest, Facebook, Twitter, and LinkedIn--and seize new sales opportunities from emerging social technology.

Coauthored by two of today's leading authorities on this hot new field, *The Social Commerce Handbook* distills the real-world experience of successful social commerce businesses--from Apple to Zappos--into 20 secrets for turning "Likes" into "Buys".

- The power of social utility
- The appeal of social gifting
- The importance of social curation
- The role of social status
- The value of social intelligence

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Editorial Review

About the Author

Paul Marsden, PhD, is a consumer psychologist with the advertising group WPP and specializes in digital technology, brand communication, and shopper marketing.

Paul Chaney provides Internet marketing, social media, and social commerce consulting to small- and medium-sized businesses, agencies, and nonprofit organizations.

Users Review

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