

Book Review

Socialnomics by Erik Qualman

Chapters 5 & 6

Chapter 5: I Care More about What My Neighbor Thinks than What Google Thinks

In chapter 5, the author discussed how consumers are looking to peers for recommendations on products, services, health issues, and more via social media. Social media helps eliminate different people performing the same tasks, resulting in a more efficient society. With Social Media, you can have all three, cheap, quick and quality.

Successful companies in social media will function more like entertainment companies, publishers, or party planners rather than as traditional advertisers. With the increasing popularity of e-books, there will be new digital media placement opportunities for brands. This is very similar to product placement in movies, only that is for books, and the placements are clickable and trackable.

The main threat to Google in the search wars is not another search engine, but the rise of search queries within social media. More and more, products and services will find us.

Chapter 6: Death of Social Schizophrenia

In Chapter 6, the author looked at how the transparency and speed of information exchanged within social media mitigates casual schizophrenic behavior. Having a “work” personality and having a “party” personality will soon become extinct. People and companies will need to have one essence and be true to that essence.

In a business setting, being “well-rounded” as a company or individual is less beneficial. It is more productive to play to your core strength. Companies that produce great products and services rather than companies that simply rely on great messaging will be winner in a socialnomic world. Marketers’ jobs have changed to one that involved more listening, engaging and reacting to potential and current customer needs.