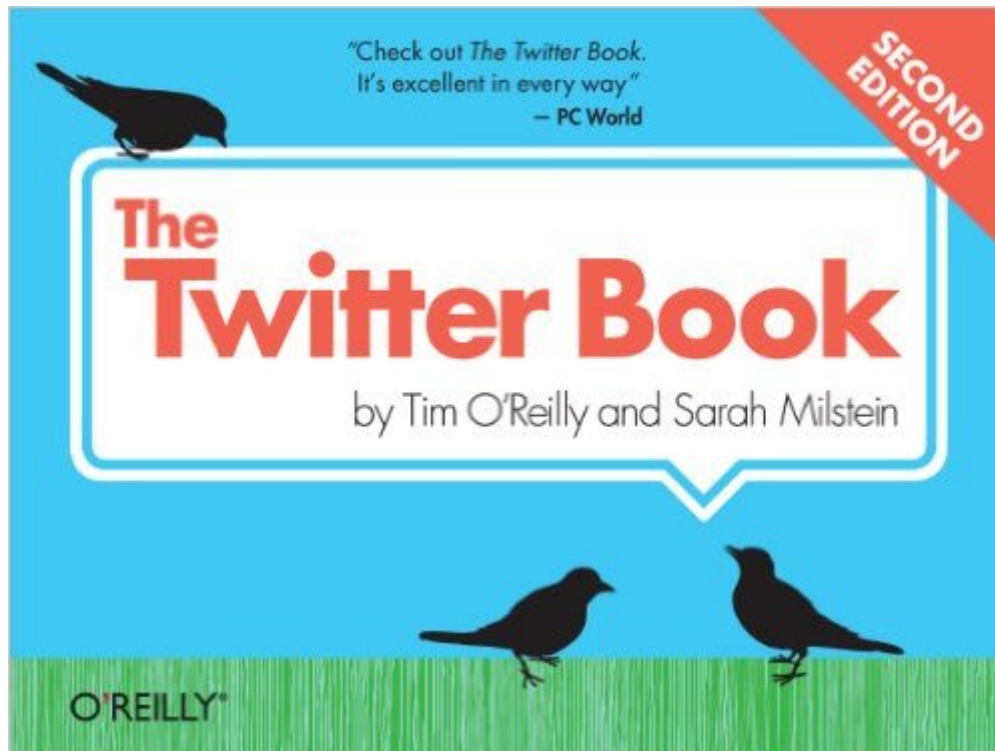## The book was found

The Twitter Book

Synopsis

Twitter is not just for talking about your breakfast anymore. Itâ ™s become an indispensable communications tool for businesses, non-profits, celebrities, and people around the globe. With the second edition of this friendly, full-color guide, youâ ™ll quickly get up to speed not only on standard features, but also on new options and nuanced uses that will help you tweet with confidence.Co-written by two widely recognized Twitter experts, The Twitter Book is packed with all-new real-world examples, solid advice, and clear explanations guaranteed to turn you into a power user.Use Twitter to connect with colleagues, customers, family, and friendsStand out on TwitterAvoid common gaffes and pitfallsBuild a critical communications channel with Twitterâ ”and use the best third-party tools to manage it.Want to learn how to use Twitter like a pro? Get the book that readers and critics alike rave about.

Book Information

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Customer Reviews

When I read, appropriately enough on Twitter, that Tim O'Reilly and Sarah Milstein had written The Twitter Book, I couldn't wait to scoop up a copy. Literally. So I sent a message to the book's Twitter

account and asked if I could get an early copy to review. The book is so clear and concise, so necessary to the social media world, that I wondered why on Earth it has taken so long for this kind of book to be written. Tim and Sarah are the perfect people to publish this type of work, both experts in the tool itself and in the art of communication. We're lucky to have them.The Twitter Book is appropriate for people who've never heard of Twitter, who don't understand it, who like the concept though aren't sure how to use it, and for Twitter addicts like me. Whether you're an individual looking to build your own personal brand on-line, someone who is considering starting a business, or part of a large company, the book is chock full of ideas, resources, and helpful advice.I recommend getting a copy of this book and using it as a constant reference the same way you'd use any top-rate how-to guide. I also found that it was incredibly helpful to have my computer in front of me so I could actually experiment with the different tips and resources that Tim and Sarah suggest. Within the pages of the book I also found a few other great people to follow on Twitter.From a personal brand building stand-point, I found dozens of great ideas in The Twitter Book. (For those interested in how The Twitter Book helps business brand building, please see my Business Strategies column on Examiner.com.) Here are three of my favorite ideas to give you a flavor of what awaits you in this book:1.

The recent Twitter hype has gotten a lot of people interested in the relatively new micro-blogging site, but upon visiting twitter.com, many just scratch their heads. Some common sentiments are "What value could there be in Twitter?" and "Twitter seems downright silly." In response to this pervasive confusion, Tim O'Reilly and Sarah Milstein have written The Twitter Book, which proclaims one primary message: Twitter is an enormously useful communication tool with potential for both personal and business use.I liked what I found in the book's 6 succinct (full color!) chapters. The introduction and "Get Started" chapter describe exactly what Twitter is useful for, explain how to get your profile set up, and demystify key Twitter jargon and conventions. The following "Listen In" chapter discusses Twitter trends and how to track them; searching on Twitter; "life-changing" programs for keeping track of your tweets; and finding and following people.The "Hold Great Conversations" chapter gives some excellent tips on how to effectively and properly communicate with other Twitterers. The "Share Information and Ideas" chapter offers some thoughts on what to tweet and how to be interesting. The "Reveal Yourself" chapter encourages personal tweets and customizing your Twitter account.One of my favorite chapters is "Twitter for Business," which provides guidance for businesses interested in using Twitter. There are some good examples here of things businesses should and shouldn't do on Twitter.As a newcomer to Twitter, I found this little

book extremely easy to read, understand, and apply. If I'm going to delve into the more advanced uses of Twitter, however, I'm going to need additional resources.

Twitter API: Up and Running: Learn How to Build Applications with the Twitter API Twitter para Mayores / Twitter for Seniors (Spanish Edition) Twitter para #escritores: Promociona tus obras en Twitter (CÃ mo crear una novela nÂº 5) (Spanish Edition) The B2B Social Media Book: Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More The Twitter Book Facebook and Twitter For Seniors For Dummies Twitter In 30 Minutes (3rd Edition): How to connect with interesting people, write great tweets, and find information that's relevant to you Twitter Marketing: An Hour a Day How to Advertise Your Perfume Shop on Facebook and Twitter: (How Social Media Could Help Boost Your Business) Social Media Free Tools: 2016 Edition - Social Media Marketing Tools to Turbocharge Your Brand for Free on Facebook, LinkedIn, Twitter, YouTube & Every Other Network Known to Man Kids Book: Count with Kenny:1-20 (Book for Kids)(Count 1-2-3)(Numbers Book-Picture Book,Counting-Social Skills)(Book for Early ... Reader)(Fun Number Book for child)(Math-Preschool-3)Learn how to Count Cast Iron Cookware Recipes 4 Books in 1 Book Set - Cooking with Cast Iron Skillets (Book 1) Cast iron Cookbook (Book 2) Cooking with Cast Iron (Book 3) Paleo Cast Iron Skillet Recipes (Book 4) Pokemon Coloring book: A great coloring book on the pokemon characters. Great starter book for young children aged 3+. An A4 80 page book for any avid fan of pokemon How To Write A Book That's Complete: How to write a nonfiction book outline that makes your book full and complete - Build complete nonfiction book outlines using a simple step-by-step system Gardening: 4 in 1 Masterclass: Book 1: Container Gardening + Book 2: Vertical Gardening + Book 3: Urban Homesteading + Book 4: Square foot Gardening A Guide Book of United States Coins 2015: The Official Red Book Spiral (Official Red Book: A Guide Book of United States Coins (Spiral)) The Four Ancient Books of Wales [Black Book of Carmarthen, Book of Haneirin, Book of Taliesin, Red Book of Hergest] Containing the Cymric Poems ... the Bards of the Sixth Century, by W.F. Skene Wicca Book of Shadows: A Wiccan's Book of Shadows! Your Personal Spell Book (Wicca, Wiccan, Book of Shadows) Revenge Romance: The Journey's Crossroad (Book Two) + Bonus Book (Historical Christian Suspense) (Historical Christian Suspense Revenge Romance: The Journey's Crossroad (Book 2) + Bonus Book!) Pokemon Children's Coloring Book Vol 1: In this A4 size Coloring Book, we have captured 75 catchable creatures from Pokemon Go for you to color. (PokÃ©mon Children's Coloring Book)