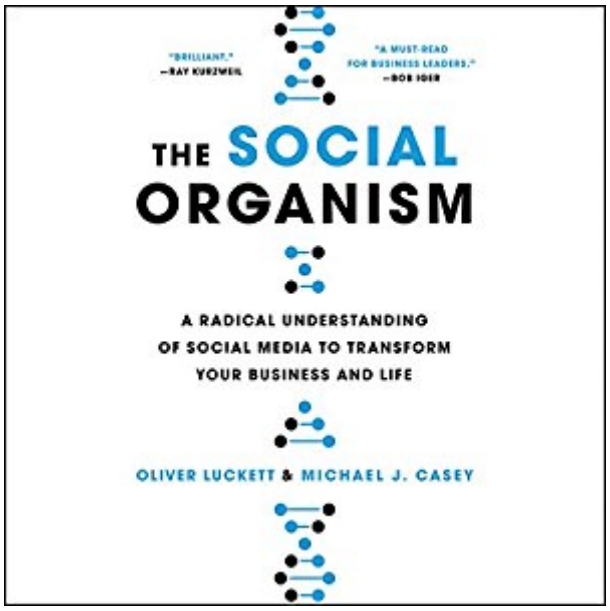
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The Social Organism: A Radical Understanding Of Social Media To Transform Your Business And Life



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Synopsis

From visionary tech entrepreneur Oliver Luckett and MIT Media Lab's Michael J. Casey, a groundbreaking, must-hear theory of social media - how it works, how it's changing human life, and how we can master it for good and for profit. In barely a decade, social media has positioned itself at the center of 21st-century life. The combined power of platforms like Facebook, Twitter, Instagram, Snapchat, and Vine has helped topple dictators and turned anonymous teenagers into celebrities overnight. In the social media age, ideas spread and morph through shared hashtags, photos, and videos, and the most compelling and emotive ones can transform public opinion in mere days and weeks, even attitudes and priorities that have persisted for decades. How did this happen? The scope and pace of these changes have left traditional businesses - and their old-guard marketing gatekeepers - bewildered. We simply do not comprehend social media's form, function, and possibilities. It's time we did. In The Social Organism, Luckett and Casey offer a revolutionary theory: Social networks - to an astonishing degree - mimic the rules and functions of biological life. In sharing and replicating packets of information known as memes, the world's social media users are facilitating an evolutionary process just like the transfer of genetic information in living things. Memes are the basic building blocks of our culture, our social DNA. To master social media - and to make online content that impacts the world - you must start with the social organism. With the scope and ambition of The Second Machine Age and James Gleick's The Information, The Social Organism is an indispensable guide for business leaders, marketing professionals, and anyone serious about understanding our digital world - a guide not just to social media but to human life today and where it is headed next.

Book Information

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Social Media #176 inÃ Â Books > Audible Audiobooks > Nonfiction > Computers

Customer Reviews

First of all, as someone who rarely reads books for entertainment, I really enjoyed this one. Besides being well written and structured, it throws some interesting ideas out there that have definitely made me look a bit differently at social media. Second, as someone who works with social media, you often find yourself guilty of focusing altogether on the details, the data, the algorithms. This book, however, gave me an opportunity to step back and look at the wider image of the social network. Very refreshing.

As a digital publisher, social media is a topic that is incredibly relevant to me. Luckett and Casey take a very thoughtful approach to explain how social media was formed, how it has made a huge impact on the world, and how it will play a significant role in the future. Really enjoyed the case studies, including memes and events that have played a big part of recent history. Appreciated the authors' honest approach and many interesting facts. Would highly recommend to anyone interested in digital media.

One of the best reads of the past decade. Which is longer than the world of Social Media we now live in. Great historical perspective, but more importantly points the way forward of how to navigate the fast paced social media world we are turning into.

The authors do a thorough and effective job making sense out of the often confusing and always changing world of social media. Actionable advice. Essential reading for anyone in marketing, business development or innovation.

Oliver and Michael have a broader understanding of what social media is, does, and can be used for than anyone else I've read or met. Congratulations on such great work and inspiring so many of us!

Oliver & Michael have a profound understanding of how social platforms work today, and more importantly how they're affecting society in both a positive and negative way. A fascinating must read for those interested in social technology, communications, marketing and/or innovation.

The past the present the future converge in this wondÃƒÂ¨rful book about the internet.

Wonderful Book. After reading it I truly view the world through a different lens.

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