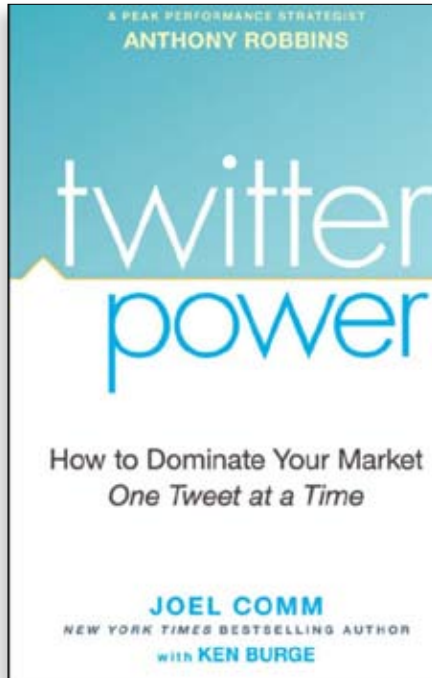


Twitter Power: How to Dominate Your Market One Tweet at a Time

Thomas Eiff

Okay, TCS'ers, if you're like me, you thought being "all a'twitter" was about Southern Belles at a Coming-Out Ball. Not so. If you actively use the Internet for business or social networking, *Twitter Power* is informative about micro blogging – otherwise known as twittering. Not that I'd expect anyone with gray hair to care, but one needn't be a geek to grasp the fundamentals of this "how-to" book, or the more global social implications of this new form of communication.



The authors

Joel Comm, is an internet mensch, author and software developer. His company Infomedia introduced iFart Mobile [replicating body sounds] early this year, and it became iPhone's fastest selling app in January.

His partner, Ken Burge, is a Microsofter and expert in online marketing and strategy. Wiley & Co. hired them to author the definitive book on twitter; generously a percentage of their proceeds will support Waterislife.com, a nonprofit bringing clean drinking water to our globe.

Under the Overleaf

This book is divided into sections: What is Twitter, How

to Use it For Social Networks for Personal and Business Ends, Leveraging Its Power to Driver Behavior, 3d Party Twitter Tools, a 30 Day Plan to Implement Twitter and finally some legal considerations and a list of power Twitter-ers.

Summary

Surprisingly simple, it has great benefits; it is compelling, fun and effective. It's a great way to stay in touch – so TCS'ers, join me as I implement their 30-day experiment. My handle [yes, I still CB] is TomofTucson.

In Special Conclusion

I want to add that the implications of twittering [social microblogging], iPhoning, and other "instant" technological ways of being connected are running ahead of me. However, in the last political campaign, President Obama used Twittering as a powerful messaging tool. And in the hotel hostage event in Mumbai India last November, first news about it came from a Twitter site.

About: *Twitter Power: How to Dominate Your Market One Tweet at a Time*

Author: Joel Comm with Ken Burge

Publisher: John Wiley + Sons

<http://www.wiley.com/WileyCDA/WileyTitle/productCd-0470458429.html>

ISBN-10: 0470458429

ISBN-13: 978-0470458426

Price: \$24.95, \$15.72 @ Amazon