

Return on influence: the revolutionary power of Klout, social scoring, and influence marketing

Schaefer, Mark W., author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20353186&lokasi=lokal>

Abstrak

Introduction -- The rise of the citizen influencer -- Igniting epidemics -- The roots influence -- Social proof and reciprocity -- The seventh weapon -- Personal influence : the marketer's holy grail -- Klout and the evolution of social influence -- Controversy and turmoil -- The business benefits of social influence -- How to increase your Klout score -- The future of social scoring -- Conclusion social influence : a personal view -
- Appendices -- Acknowledgements