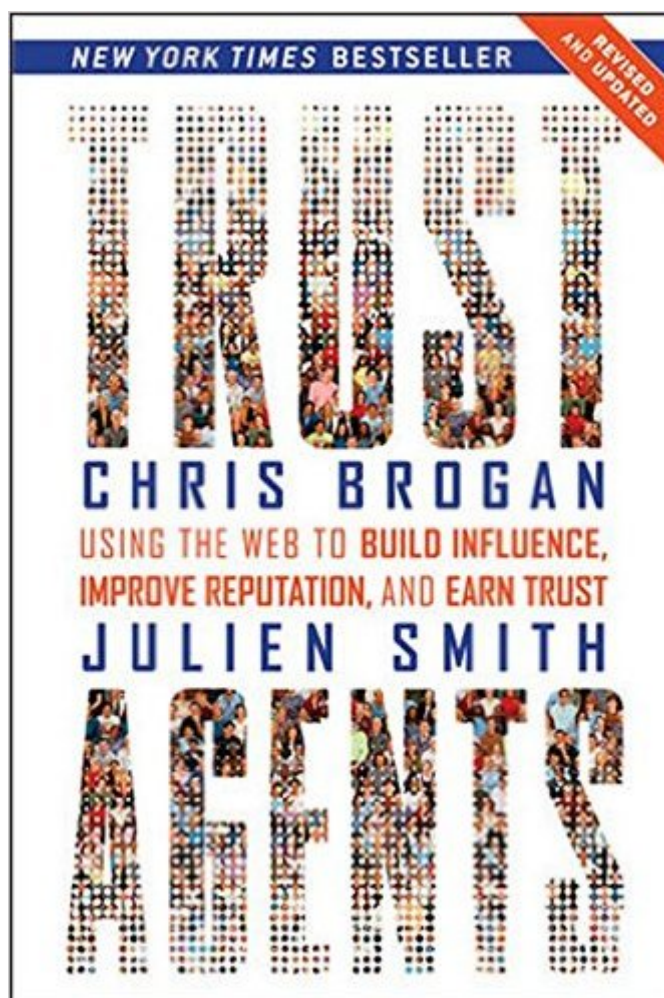


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# Trust Agents: Using The Web To Build Influence, Improve Reputation, And Earn Trust



## Synopsis

The New York Times and Wall Street Journal bestseller-now in a new, updated paperback edition Today's online influencers are Web natives who trade in trust, reputation, and relationships, using social media to accrue the influence that builds up or brings down businesses online. In Trust Agents, two social media veterans show you how to tap into the power of social networks to build your brand's influence, reputation, and, of course, profits. In this revised paperback version, learn how businesses are using the latest online social tools to build networks of influence and how you can use those networks to positively impact your business. Combining high-level theory and practical actions, this guide delivers actionable steps and case studies that show how social media can positively impact your business. New edition features specific first moves for entering social media for small businesses, educators, travel and hospitality enterprises, nonprofit organizations, and corporations Authors both have a major presence on the social Web as well as years of online marketing and new media experience If you want your business to succeed, don't sit on the sidelines while new markets and channels grow. Instead, use the Web to build trust with your consumers using Trust Agents.

## Book Information

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## Customer Reviews

Why Bother with Social Media I've had a Facebook account for almost 2 years now. I thought that it was a great way to reunite with old friends and find out what they have been doing over the years, but I didn't care too much to know that they were going to the mall, watching a movie with friends, or

changing their children's diapers; Nor, did I care to let my friends know what I was doing at every second of every day. The constant barrage of status updates and invitations were of no value to me, and quite honestly annoying. Time is what I value most in life, and I was not about to waste it. I purchased Trust Agents on the recommendation of bloggers that I admire, and upon reading the first few pages I was met with a dose of reality: I have been wasting time for 2 years. Whether you like it or not, social media is the new revolution in communicating and getting things done. Relationships that you build through major social networking sites are not empty; Rather, they are an amazingly effective way of gaining knowledge, building your professional reputation, and creating an army of like-minded individuals that can help you to synergistically achieve your goals. cover to trust agents for the book review Relationships Are the New Market Before the social media, entrepreneurs and big businesses marketed themselves like battering rams at the gates of your potential patronage. They would hammer away via commercials and advertisements that told you of their greatness and how you needed their product like a fish needs water. Now, these same people - through the advent of social media - are no longer high and mighty intelligentsia looking for a buck, but are like-minded individuals in the same boat as the rest of us.

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