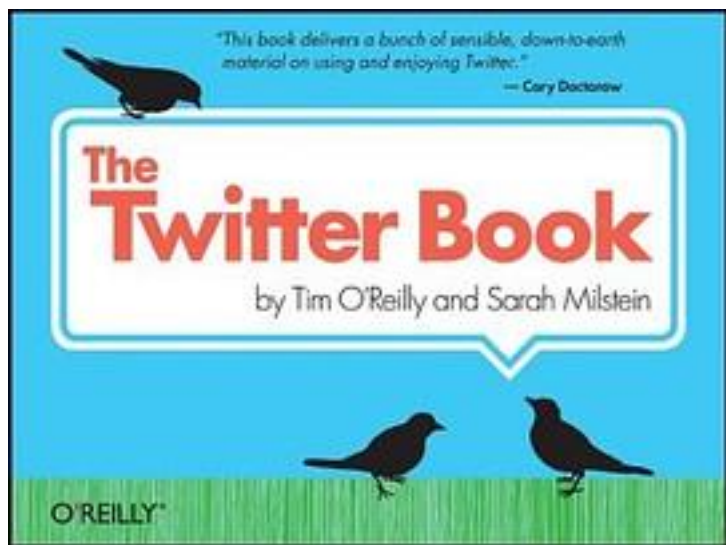# The Twitter Book

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'Media organizations should take note of Twitter's power to quickly reach their target consumers' - Tim O'Reilly (@timoreilly), in a "Los Angeles Times" interview, March 2009. Why is Twitter so popular? How can you get involved? And, most importantly, how can it benefit you or your business? "The Twitter Book" answers those questions and more, in a fun, full-color format that's packed with helpful examples and clear explanations that won't tangle you up in technical jargon. Twitter represents an evolution in Internet participation. With a maximum of 140 characters per message, it's easy to stay connected to friends and family, meet new people, track news, and market your company. However, despite its flexibility, Twitter can be somewhat difficult to figure out - "The Twitter Book" provides a clear, user-friendly introduction. Co-written by Tim O'Reilly, CEO of O'Reilly Media, and one of Twitter's most-followed mindcasters, with more than 100,000 subscribers, this practical guide will help you: get comfortable using Twitter, whether you're a new user or already have some experience with it; learn all aspects of this service quickly, with full-color illustrations on every spread; make the

most of Twitter, with advice and ideas for using the best third-party tools; and determine how Twitter can help your business, with a special chapter on viral marketing. If you're new to the Web 2.0 phenomenon, and want to know exactly what Twitter is and what micro-blogging can do for you, this is the authoritative guide you're looking for.

作者介绍:

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评论

对Twitter的介绍非常全面和实用

很实用，Tim O'Reilly作为O'Reilly的CEO，此书深入浅出，实用性强，读完才豁然发现twitter原来可以这样用。
毫无疑问，twitter越来越火，饭否和唧歪，中国特色的应用，可是少呢twitter上的众多名人热点，好像总是提不起太大兴趣。开始对twitter的API感兴趣，还好在Bookfm找到一本很好的书，接下来好好研读

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