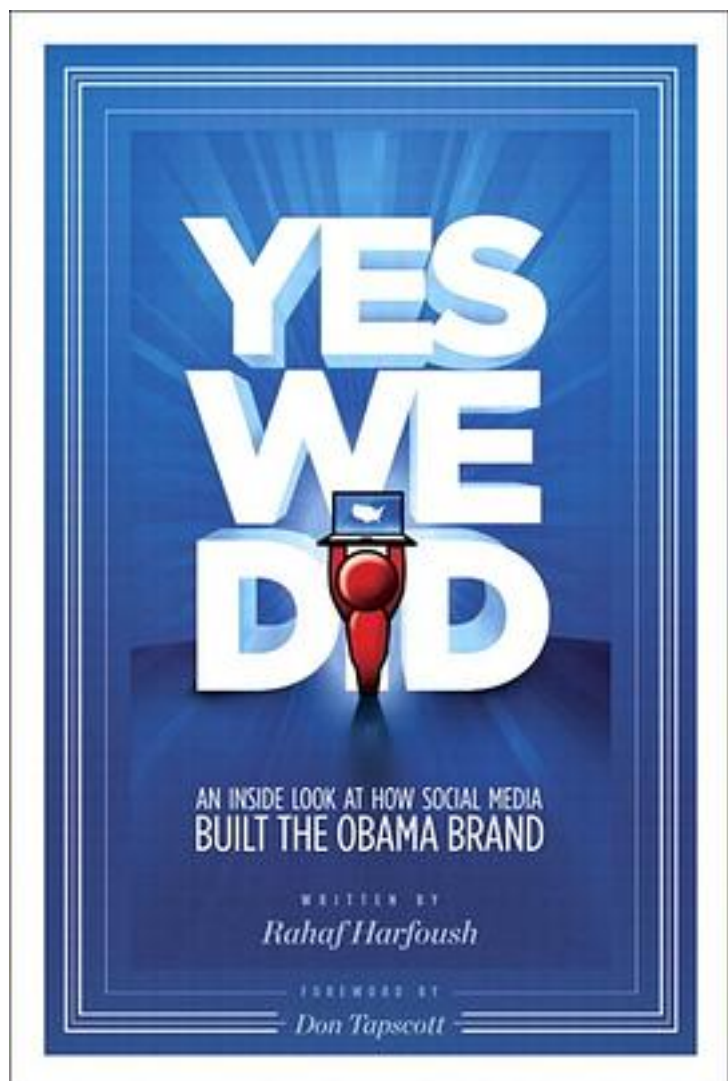


Yes We Did! An inside look at how social media built the Obama brand (Voices That Matter)



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FOREWORD by Don Tapscott, author of Wikinomics and Grown Up Digital The Obama campaign's mastery of social media for everything from fundraising to volunteer coordination has been widely reported. Until now, there hasn't been an in-depth analysis of how they did it. In Yes We Did, new media strategist and campaign headquarters volunteer Rahaf Harfoush gives us a behind the-scenes look at the campaign's use of technology, from its earliest days through election night. She reveals strategic insights organizations can apply to their own brands. Discover how unwavering strategic vision and collaborative technologies--email, blogs, social networks, Twitter, and SMS messaging--empowered a formidable online community to help elect the world's first "digital" President.

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