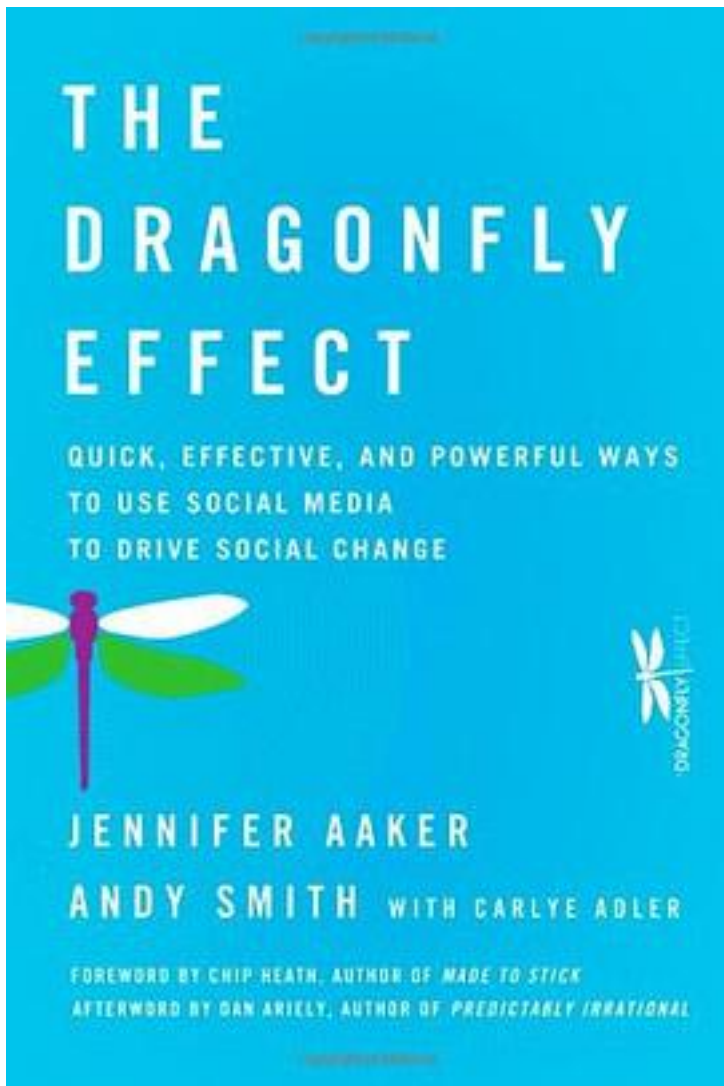


The Dragonfly Effect



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出版者:Jossey-Bass

出版时间:2010-9

装帧:Hardcover

isbn:9780470614150

Lots of books teach the mechanics of using Facebook, Twitter, and YouTube. Some explain how to use these and other tools to compete in business. But no book addresses one of the biggest desires among 18-34 year olds: how to harness the incredible power of the new social media to make a difference, to do something that "really" matters. The goal of this book is simple: to help you achieve a singular goal by harnessing social media. To create political change, the way the Obama campaign did. To foster economic justice by making micro-loans easily available, the way Kiva has done. To save the life of a friend diagnosed with cancer. In all these cases, there is a single, measurable goal. You may not have money but you have the energy and focus. And you are wondering how to use social media to achieve your goal--allowing you to do so more quickly, effectively, and powerfully. The Dragonfly Effect is what happens when you coordinate four small activities to produce big results. It's named after the only insect that is able to move in any direction--with tremendous speed and force--when its four wings are working in concert. This book will teach you four key skills, explain how to coordinate them, and show you how to harness them to the social media to achieve disproportionate results. Part I presents the story that led to the Power of Social Technology class at Stanford, showing all four "wings" of The Dragonfly Effect working together. Part II will teach you each of the four skills. It's illustrated with examples and includes practical tips from the social technologists who engineered the Obama campaign, the founders of Kiva and eBay's World of Good, story-tellers from Pixar and leaders from Facebook, Twitter and Google. Part III is your Dragonfly Toolkit, which will get you started on using all the most important social media tools without having to read a whole book about each of them. It's got Andy's Cheat Sheets, specifically designed for people who are not at all technically proficient. Linked to this book you'll find a website where you can find a community of other readers, like you, who will share their experiences, tools, and other resources. It will keep you updated on new ways to use the power of social technology to improve the life of just one individual or cultivate social change.

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标签

蜻蜓效应

社交媒体

互联网

美国

网络营销

jennifer

internet

2010

评论

这本书是讲用social media来promote social good，整本书建立在design thinking这个方法论的基础上。|| 要promote positive emotion。don't make people feel bad about the money they spend on the double latte - "you could feed a starving child in Africa". || storytelling, EMOTION contagion, ripple effect (small acts&big change || 蜻蜓的四只翅膀：focus, grab attention, engage, and take action

易读 新鲜

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书评

讲故事的力量 ——关于社交媒体，非营利组织可以向私营部门传授什么经验？
从摘自Jennifer Aaker和Andy Smith所著《蜻蜓效应》一书的本案例研究中，可以学习如何利用社交媒体的力量。然后，在该书作者与麦肯锡的Dan Singer的对话中，可以听到他们更多的见解。
2011年3月 来...

哪能买到这本书？大家有没有方法？看书评很不错哦。
詹妮弗·安可尔是斯坦福商学院大西洋市场营销教授，她同时也是一名社会心理学家和营销学家。她的研究范围包括时间、金钱和幸福度。她关注的问题如：人们感觉是什么使他们快乐？相比之下，是什么真正使人们感到快乐？小的举...

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