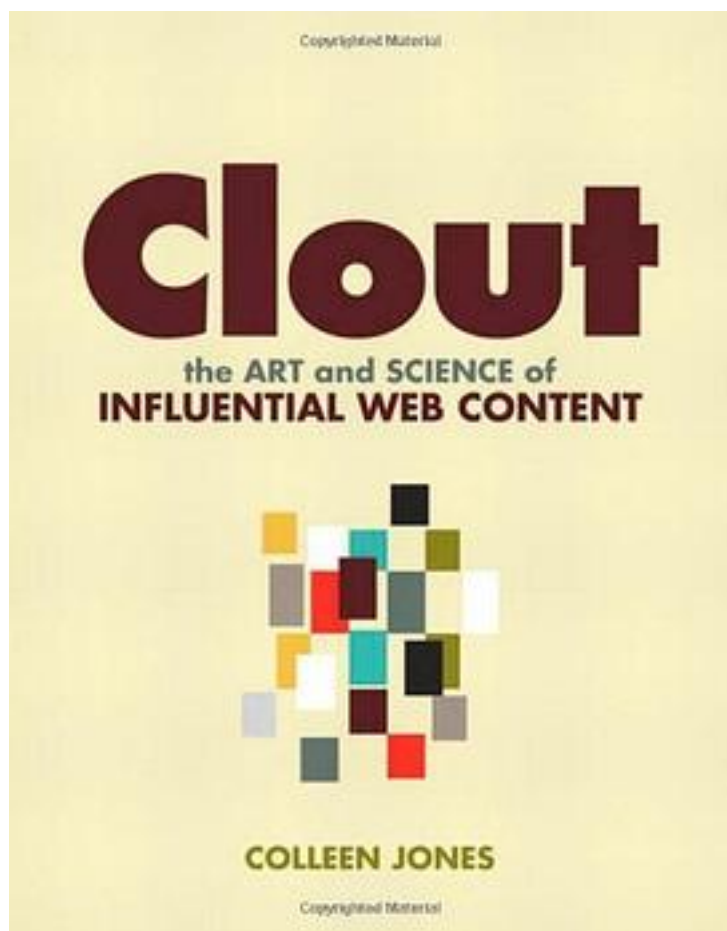


Clout



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Results. Everyone wants them, whether to sell more products, spread good ideas, or win more funding. In our busy digital world, the way to results is influencing people on the web. But how? An ad campaign won't cut it. A Twitter account doesn't guarantee it.

Manipulative tricks will backfire. Instead, you need quality, compelling web content that attracts people and engages them for the long haul. Clout explains the key principles of influence and how to apply them to web content. Along the way, those principles come to life with lots of practical examples. With this book, you'll: * Discover why a technology feature, marketing campaign, SEO effort, or redesign aren't enough to influence online. * Understand the business value of compelling web content. * Learn 8 principles for influence from the art of rhetoric and the science of psychology. * Find out what context is and why it's so important to influence. * Jump start your planning for content over time with patterns and diagrams. * Learn the basics of evaluation to determine whether your web content is making a difference.

作者介绍:

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标签

调查研究

设计

策略

Strategy

Content

评论

clout : a heavy blow with the hand or a hard object. principle : context (where clout begins and ends), rhetoric(the art of influence), psychology (the science of influence)

内容战略有两层，一层是道，一层是术。这本书讲的是术，非常具体，充满了各种例子，虽然不一定通用，但是参考价值非常高。可惜的是，在结构上并不是很清晰。希望能有一本简短的书或者文章，把这些内容提炼一下，否则看得很累。

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书评

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