

*twitter power: How to Dominate Your Market One Tweet at a Time* by Joel Comm

Reviewed by: C. David Shepherd

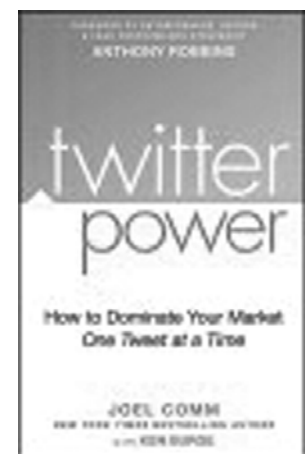
Biography: Dr. C. David Shepherd is a professor of marketing and director of the Center for Excellence in Sales & Sales Management at Georgia Southern University. He teaches in the Department of Management, Marketing, and Logistics. If you are currently using Twitter as a sales or marketing tool, Dr. Shepherd would love to hear about it. Please drop him a note at [dshepherd@georgiasouthern.edu](mailto:dshepherd@georgiasouthern.edu) or at [twitter.com/zentogo](https://twitter.com/zentogo).

I'm a social media dinosaur. I thought I was "with it" when I set up my Facebook page only to find out that I was missing the next big thing. It turns out that everyone from President Obama to Newt Gingrich and Shaquille O'Neal are posting their daily activities and opinions on a new social media tool called Twitter. To learn more about Twitter, I turned to *twitter power: How to Dominate Your Market One Tweet at a Time*, a new book by Joel Comm, a self-described social media expert.

What is Twitter? Twitter is a form of social media. So, what is social media? Comm describes social media as, "a form of publishing in which stories are swapped rather than published and the exchange of content happens within a community, rather like a chat in a restaurant." My personal interest in social media stems from the fact that it allows users to interact and build relationships with like-minded people from around the globe. Since I teach personal selling at Georgia Southern, and at heart I am a "sales guy," I'm interested in any technology that enhances my ability to build relationships.

There are many types of social media available allowing users to share content and build connections. For example, Flickr allows users to share photos while LinkedIn allows users to share their business connections. Twitter is unique in its limitations and its immediacy. Twitter users are limited as they can only send short, 140 characters or less, messages, called tweets, to other users that have opted to "follow" them. This limitation actually leads to the strength of Twitter as it allows these tweets to be viewed immediately as SMS text messages on mobile devices. As the author comments, Twitter is somewhat like a virtual water cooler where people meet to chat.

The author provides many examples attesting to the power of Twitter. For example, he notes that the first accounts of last year's terrorist attacks in Mumbai were from regular people on the scene using their Twitter accounts. But, how does Twitter fit into the business world? The



author suggests that Twitter can help you and/or your company build your brand and connect with customers. To illustrate these capabilities consider the fact that the author of the book has over 56,000 people following his Tweets as he vacations this week in France. In fact, as I write this review I know from his Tweets that he is enjoying a cloudy day in Rouffach. Big deal you ask? This simple example illustrates the power of Twitter. After reading the author's Tweets for a week I feel I know him on somewhat of a personal level. More importantly, due to this connection, I am highly likely to buy his other books and maybe even attend one of his online workshops.

I recommend this book for anyone that is interested in using Twitter. The book provides an excellent overview of Twitter along with clear step-by-step instructions for setting up your account and a 30-day plan designed to help you leverage your Twitter presence to build your brand and connect with current and potential customers. In short, I found twitter power to be a well-written primer on Twitter and how to use it to market yourself or your firm. In fact, after reading twitter power I don't feel like such a social media dinosaur anymore.

### The Cover Story

Title: *twitter power: How to Dominate Your Market One Tweet at a Time* by Joel Comm with Ken Burge

Number of Pages: 245

Area(s) of Business: Sales and Marketing

Readability: Easy, but it would be helpful to be familiar with the basics of social media such as Facebook or LinkedIn.

Time needed to read: One day

Why Should I Read This Book? Twitter allows salespeople and other marketers a unique opportunity to build their brand in the marketplace by connecting with current and potential customers. This book provides step-by-step instructions on how to begin using Twitter and how to leverage Twitter to your advantage. If Twitter can actually give you an advantage, shouldn't you be using it?

Overall rating: 4 bulbs