



## 8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors

By Kent Huffman

Download now

Read Online 

### 8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors By Kent Huffman

8 Mandates for Social Media Marketing Success focuses on the personal behavioral traits that marketers must master in order to get results with social media. Some of the most innovative marketing practitioners, authors, and professors—154 of them from all around the world—have provided their take on the eight mandates in this book. At the end of each chapter are two B2C and two B2B success stories featuring large organizations and small/medium organizations. A number of iconic brands are featured in this book, including Kimberly-Clark, AT&T, Gatorade, Gap, IBM, Frontier Airlines, Dell, AMD, Motorola, General Mills, MGM, Cisco, L.L.Bean, GE, Express, Deloitte, SAP, Adobe, and Wounded Warrior Project. In addition, comments by a number of marketing academics from many of the world's leading universities are included, such as Harvard, Purdue, UCLA, Duke, Syracuse, TCU, Rutgers, Michigan State, Texas A&M, Boston College, NYU, and Texas State.

 [Download 8 Mandates for Social Media Marketing Success: Ins ...pdf](#)

 [Read Online 8 Mandates for Social Media Marketing Success: I ...pdf](#)

# 8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors

*By Kent Huffman*

## **8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors** By Kent Huffman

8 Mandates for Social Media Marketing Success focuses on the personal behavioral traits that marketers must master in order to get results with social media. Some of the most innovative marketing practitioners, authors, and professors—154 of them from all around the world—have provided their take on the eight mandates in this book. At the end of each chapter are two B2C and two B2B success stories featuring large organizations and small/medium organizations. A number of iconic brands are featured in this book, including Kimberly-Clark, AT&T, Gatorade, Gap, IBM, Frontier Airlines, Dell, AMD, Motorola, General Mills, MGM, Cisco, L.L.Bean, GE, Express, Deloitte, SAP, Adobe, and Wounded Warrior Project. In addition, comments by a number of marketing academics from many of the world's leading universities are included, such as Harvard, Purdue, UCLA, Duke, Syracuse, TCU, Rutgers, Michigan State, Texas A&M, Boston College, NYU, and Texas State.

## **8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors** By Kent Huffman Bibliography

- Sales Rank: #2394623 in Books
- Brand: Brand: C-Suite Press
- Published on: 2012-09-13
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .30" w x 6.00" l, .40 pounds
- Binding: Paperback
- 130 pages

 [Download 8 Mandates for Social Media Marketing Success: Ins ...pdf](#)

 [Read Online 8 Mandates for Social Media Marketing Success: I ...pdf](#)

## Download and Read Free Online **8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors** By **Kent Huffman**

---

### Editorial Review

#### Review

"A truly unique take on social media mastery. This book is full of gems from some of the best minds in the field!"

**Mark Schaefer**, Author of *Return on Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing*

"Kent is a leader with respect to guiding the C-suite in the social marketing space. He is a magnet for all of us who have banded together, taking a leadership role and stepping up to change the way marketers and brands build relationships and emotional connections with consumers. I consider his book a must-read for all business leaders."

**Ted Rubin**, Chief Social Marketing Officer at Collective Bias

"In a book that prizes listening above all else, Kent Huffman makes sure to take his own advice by letting others do the talking for him. This book is absolutely filled with countless bits of practical advice, poignant anecdotes, and real-life success stories. By keeping the information simple and accessible, Kent provides a brilliant model for aspiring marketers trying to figure out how to put theory into practice."

**Cheryl Burgess**, Co-Founder, Managing Partner, and Chief Marketing Officer at Blue Focus Marketing

"*8 Mandates for Social Media Marketing Success* is a truly social book. Kent Huffman reached out to the people in his famous lists of top marketers on Twitter for their thoughts and stories to define the eight key factors of SMM success. It proves to be a very effective way to get these ideas across and motivate action. How appropriate that Kent wrote the first 'social' SMM book! *8 Mandates* belongs in the hands or on the iPad or Kindle of anyone involved in marketing."

**Dr. Gary Schirr**, Marketing Professor at Radford University

"Kent Huffman's book should be taking up permanent residence on the desks of everyone working in social media marketing, as well as business owners looking to close the gap between their brands and their customers. The easy-to-digest format—compelling commentary from top names in marketing and academia, along with success stories from companies large and small—makes *8 Mandates* a handy guide for navigating the social media marketing waters."

**Renay San Miguel**, Chief Content Officer at Splash Media and former anchor/reporter at CNN, HLN, and CNBC

#### From the Author

About a year ago, I made the decision to write a book about social media marketing—one that fills in some of the blanks. In *8 Mandates for Social Media Marketing Success*, I've focused on the personal behavioral traits that can affect your marketing initiatives, and this book details what I consider to be the top eight social media marketing mandates that must be mastered in order to, simply put, get results.

What makes this book different, and also infinitely credible, is the manner in which the content has been gathered. Some of the most innovative marketing practitioners, authors, and professors—154 of them from around the world—have provided their take on the eight mandates in this book. You can be sure that every comment by every one of those professionals comes with a big dose of "been there, done that" and "we know

what works."

I hope you enjoy reading *8 Mandates* as much as I enjoyed creating it!

From the Back Cover

*8 Mandates for Social Media Marketing Success* features insights and success stories from 154 of the world's most innovative marketing practitioners, authors, and professors.

A number of iconic B2C and B2B brands are featured in this book, including Kimberly-Clark, AT&T, Gatorade, Gap, IBM, Frontier Airlines, AMD, Dell, Motorola, General Mills, MGM, Cisco, L.L.Bean, GE, Express, Deloitte, SAP, Adobe, and Wounded Warrior Project. In addition, comments by a number of marketing academics from many of the world's leading universities are included, such as Harvard, Purdue, UCLA, Duke, Syracuse, TCU, Rutgers, Michigan State, Texas A&M, Boston College, NYU, and Texas State.

"*8 Mandates for Social Media Marketing Success* succeeds in bringing together an impressive array of practical advice from top marketers who have tapped into the power of 'social' to find and connect with customers. In a highly-readable style, Kent Huffman gives a sound framework for social media marketing success."

**Glen Gilmore**, *Forbes* Top 10 Social Media Power Influencer and Adjunct Professor at Rutgers University

"Kent Huffman might have '*8 Mandates for Social Media Marketing Success*,' but if there were only one, it would be 'buy this book and read it!'"

**Jeffrey Hayzlett**, Best-Selling Author and Global Business Celebrity

"Kent Huffman found a void in the market and filled it masterfully. A careful curator of content, Kent documents best practices in social media marketing and captures actionable insights from some of the sharpest minds in social media. *8 Mandates for Social Media Marketing Success* provides inspiration and plenty of customizable blueprints. Read it and tweet!"

**Teri Lucie Thompson**, Chief Marketing Officer at Purdue University

## **Users Review**

**From reader reviews:**

**Richard Delarosa:**

Are you kind of hectic person, only have 10 or perhaps 15 minute in your morning to upgrading your mind skill or thinking skill even analytical thinking? Then you are having problem with the book than can satisfy your small amount of time to read it because this all time you only find reserve that need more time to be go through. *8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors* can be your answer because it can be read by an individual who have those short time problems.

**Doyle Swoope:**

Is it you who having spare time after that spend it whole day simply by watching television programs or just laying on the bed? Do you need something new? This *8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and*

Professors can be the response, oh how comes? A fresh book you know. You are and so out of date, spending your spare time by reading in this fresh era is common not a nerd activity. So what these books have than the others?

**Cynthia Briscoe:**

As a pupil exactly feel bored in order to reading. If their teacher requested them to go to the library or make summary for some guide, they are complained. Just minor students that has reading's spirit or real their leisure activity. They just do what the instructor want, like asked to go to the library. They go to at this time there but nothing reading significantly. Any students feel that looking at is not important, boring as well as can't see colorful images on there. Yeah, it is to become complicated. Book is very important in your case. As we know that on this period, many ways to get whatever we want. Likewise word says, many ways to reach Chinese's country. Therefore this 8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors can make you experience more interested to read.

**Norma Baumgarten:**

Reading a e-book make you to get more knowledge as a result. You can take knowledge and information coming from a book. Book is written or printed or illustrated from each source in which filled update of news. Within this modern era like now, many ways to get information are available for you actually. From media social such as newspaper, magazines, science reserve, encyclopedia, reference book, book and comic. You can add your understanding by that book. Ready to spend your spare time to open your book? Or just looking for the 8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors when you necessary it?

**Download and Read Online 8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors By Kent Huffman #L8YM3FHAR2**

# **Read 8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors By Kent Huffman for online ebook**

8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors By Kent Huffman Free PDF download, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read 8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors By Kent Huffman books to read online.

## **Online 8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors By Kent Huffman ebook PDF download**

**8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors By Kent Huffman Doc**

**8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors By Kent Huffman Mobipocket**

**8 Mandates for Social Media Marketing Success: Insights and Success Stories from 154 of the World's Most Innovative Marketing Practitioners, Authors, and Professors By Kent Huffman EPub**