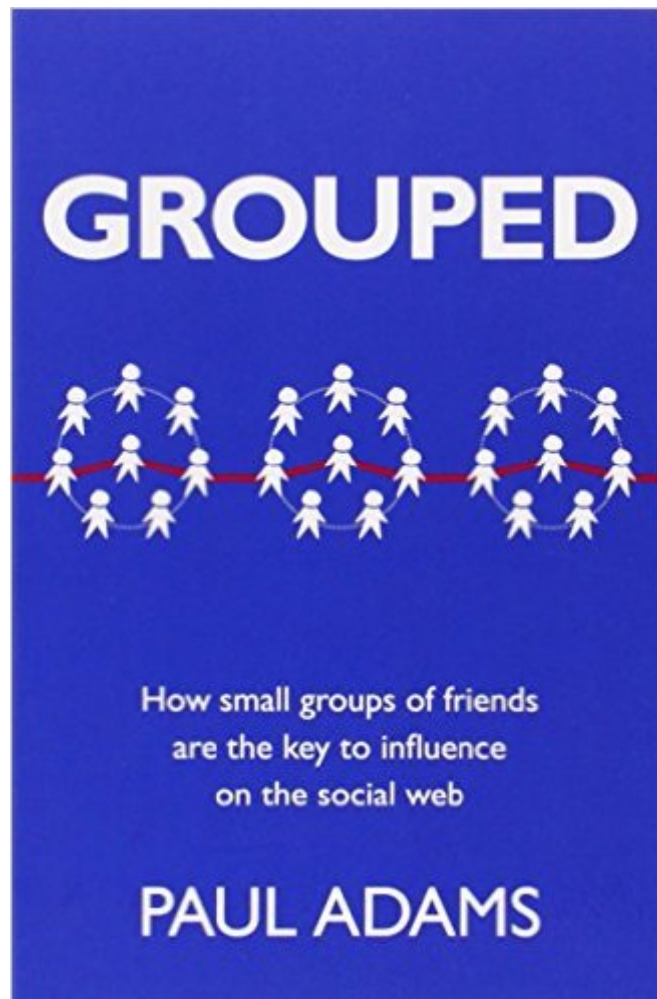# Grouped: How Small Groups Of Friends Are The Key To Influence On The Social Web (Voices That Matter)

Synopsis

The web is undergoing a fundamental change. It is moving away from its current structure of documents and pages linked together, and towards a new structure that is built around people. This is a profound change that will affect how we create business strategy, design, marketing, and advertising. The reason for this shift is simple. For tens of thousands of years weâ™ve been social animals. The web, which is only 20 years old, is simply catching up with offline life.   From travel to news to commerce, smart businesses are reorienting their efforts around peopleâ "around the social behavior of their customers and potential customers. In order to be successful, businesses will need to understand how people are connected, how their social network influences them, how the people closest to them influence them the most, and how itâ™s more important for marketers to focus on small, connected groups of friends rather than looking for overly influential individuals. This book pulls together the latest research from leading universities and technology companies to describe how people are connected, and how ideas and brand messages spread through social networks. It shows readers how to rebuild their business around social behavior, and create products that people tell their friends about.

Book Information

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Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (51 customer reviews)

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Customer Reviews

So this book is pretty useful. Pragmatic information, much of it common sense and some of it already in the cultural zeitgeist, but it's a great synthesis of some good research available on social

connecting, persuasion, and how the mind works. It is a quick read (I listened to it on Audible and it only takes 3 1/2 hours) so it won't use up that much of your time. Adams summarizes succinctly, translates information that would normally be arduous to wade through, and offers you the resources to go look up more in-depth information on your own if you're interested. It's a really great model for how to be a third-space translator between the research and the people who need the research but have difficulty accessing it or lack the expertise to understand it.*That said, I gave it a three because it falls short of drawing out some obvious implications that this same body of research points out:1. The book could have done more to help businesses orient toward more innovative and effective marketing strategies that are also more socially ethical and that would help make our world a better place. Adams does include some of this information--he stresses positivity, openly sharing information, cutting down on the noise of advertising ("interruption marketing is a race to the bottom" amen), and not deleting negative Facebook comments from your page because they give you more credibility and because "we should seek to rectify and not hide negative feedback" (Applebee's should have taken note)--but if he would have included more of this kind of information by demonstrating how a more ethical approach to the world is also the more efficacious approach, this book would be much more important to read than I currently rank it.

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