



The Content Graph

By Bruce May

Lulu.com, United Kingdom, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Content Graph helps explain how content behaves in an online environment. Understanding that behavior is essential for creating effective social marketing strategies. Knowingly or not, we are all acting like media companies, broadcasting our ideas, attitudes, beliefs, opinions and sharing intimate details of our lives to an ever growing circle of contacts. Six degrees of separation are condensing down as our personal reputations become knowable in a global village that is getting smaller every day as our own communities expand beyond the ordinary boundaries that used to define family and friends. This means that we all need media training, and lots of it. The distinction between media professional and amateur continues to blur. Communications technologies have forever changed how human beings collect and share knowledge and information. Understanding the implications of these changes is crucial to successfully living and working in the twenty-first century.

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