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# Shareology: How Sharing is Powering the Human Economy

*Bryan Kramer*

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HOW SHARING IS POWERING  
THE HUMAN ECONOMY

BRYAN KRAMER

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**Bryan Kramer : Shareology: How Sharing is Powering the Human Economy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Shareology: How Sharing is Powering the Human Economy:

0 of 0 people found the following review helpful. In our technologically connected world Bryan Kramer reminds us to get back to basics. By Steve Schullo I enjoyed reading many common sense ideas "shared" by Bryan Kramer. The author took this basic human instinct to the next step by minding us of our primal human-to-human need to be heard and help others. His easy-to-read book built on what predecessor thought leaders wrote about the human condition to

belong: 1. Dale Carnegie's legendary decades-old book, "How to Win Friends and Influence Others." 2. James Kouzes and Barry Posner's "Encouraging the Heart: A Leader's Guide to Rewarding and Recognizing Others." 3. Gary Goldstein's "Conquering Hollywood: The screenwriters blueprint for Career success." 4. Peter Elbow's "Writing with Power: Techniques for Mastering the Writing Process." 5. Steven Covey's acclaimed "The 7 Habits of Highly Effective People." 6. And my personal favorite, since I write a blog and try to connect via writing and pictures, is Lisa Cron's "Wired for Story: Brain Science to Hook Readers from the Very First Sentence." All of these books "share" one crucial human need, communicating from the heart. While Mr. Kramer's book appears to be using Social Media (aka as the Internet, email, and powerful multimedia tools) as his primary message, readers will get a quality surprise to the contrary. His primary theme in Shareology is still quality CONTENT based on human to human connectedness. It's not a one-way street nor people coming out of the woodwork because leaders or marketers are gurus. According to Kramer, and other 21st century social marketers, the good old-fashion advertising days have been over for years. Thank goodness. Here is how it works: With person A sharing quality content to person B, person A and B have already established a relationship based on previous content. So, person A knows person B so well person A's content does not just tell a fascinating and interesting story, but tells person B's fascinating and interesting story. Dale Carnegie was the first thought leader on this simple insight into marketing and making friends, knowing and listening to people, and talking about them with the technology available in his time, person-to-person. We are fortunate to have powerful media tools at our disposal on our laptop or mobile device, which can reach out to thousands of people in seconds. But does our content connect? Does it mean anything? Does it resonate? Does it tell a story, or better yet, does it tell their story so your friends, colleagues and members of your community can help others? Mr. Carnegie would be happy with the author's message, relationships based on heartfelt stories. Kramer wisely quoted Jay Baer when he writes: "content is the match and social is the fire." But the "match" is crucial and the hardest to teach and learn, social can be learned and enhanced by the multimedia tools at our disposal. Without the "match," however, social media and all of those powerful social media technology are useless. Content is best constructed from solid, long-term relationships, knowing people, and writing or verbally communicating, people will want to share their story what is essentially from your content to their community. The author used the "wave" to illustrate this contagion and how each fan wants to participate with thousands. Quality content has to be so well constructed and curated person A's readers and customers will think it's their own idea. We want them to own it, to share and to help others. That is magical. The author's strength resides with small and medium business, helping them into being "more human" organizations. For the small business owner who looks for challenges and company boost, this book is for you. Success is enhanced by connectedness enjoyed by your team. Kramer's sharing ideas might be easier to implement with small organizations as the primary environments where his ideas might work best. "The Sharing leadership" is one of his best examples and how organizations can utilize their energies where everybody participates and grows with the organization. People working together are in physical proximity every day, thus, making those relationships stronger, deeper and more valuable. It's not only good for the employees, it's great for business and the customers. The challenge will be the internet in which we will not personally meet hundreds or thousands of people (and as the business model itself evolves as more people will work from home). With millions of blogs in our social media world, it will be interesting to see how his ideas manifest with individuals, groups and communities worldwide. There are hundreds of millions of blogs, Facebook Walls, Twitters, etc. for example, and each has a unique story with followers and their stories. The human to human sharing will always be in our DNA. But how it looks beyond text, audio, video or pictures we use in social media will still be the test. Future generations will laugh at the limited features of our current multimedia tools, just as we are fascinated at the limitations when driving a 1953 Oldsmobile Eighty Eight or making sense of DOS 1.0. On the other hand, we still have a long ways to go and perhaps we are leaning too much on technology. During the dark ages of 1997 in our burgeoning internet world, Janet Murray's published an amazing futuristic critique of how we will read, comprehend, interact and participate in literary works. In her technological treatise "Hamlet on the Holodeck: The Future of Narrative in Cyberspace," she illustrates how futuristic tools in which readers interact with the characters or recreate their own story, characters and their ending. 18 years later her fantastic ideas are not ready for prime time, nor in the foreseeable future. This doesn't bother Kramer. He cuts through alluring technological distractions by connecting with people by sharing. Human beings still count. So what are we waiting for? Many of us understand heartfelt intentions, but too often keep them to ourselves. This reminds me of the end of the Wizard of Oz movie when Glinda the Good Witch said, "You had the power to go home any time by clicking your heels, Dorothy." Dorothy was told by Glinda those ruby slippers are powerful, but Dorothy never used them till she was informed by Glinda again. Thank you Mr. Kramer for being our "Glinda," reminding us again it's the human connection (and always has). Thank you Michael Stelzner (Social Media Examiner) for interviewing Bryan and "sharing" on your podcast. 0 of 0 people found the following review helpful. This is the social media book you've been waiting for, and a lot less... By David Michael Rich, SVP, Client Services, George P. Johnson Experience Marketing

The problem with some social and sharing economy books is that they're too theoretical, too complicated, and too wordy. Not this one. This brief read is packed with more power word for word and minute for minute (that it takes to read it) than books twice to three times its length. If you're a marketer, CMO, or CEO, you'll want this book,

because if you're not skilled in Shareology going forward, you'll soon be going backward. Here at last is an insightful yet easy to understand look at why we share and the critical value of sharing in the new economy, combined with a practical overview of how to be an effective player in this new cultural and marketplace rhythm. It's highly digestible yet filled with content and lots of great clues about models, methods, and tools. Bryan Kramer, one of the new world's leading "shareologists" and the expert who's done more than any other to promote the H2H business model (human to human) is opening the door to how he and the agency he leads is making sharing magic for both the world's leading brands and the adventurous few in the small to mid market. You'd be foolish not to take him up on his offer to share with you the secrets of sharing. What's more, purchase of the book entitles you to membership in his Shareology community where you'll undoubtedly be able to converse with a global network of peers and experts when you want to know more about how to implement these core ideas. You can digest this book in a little more than a weekend, but you'll be applying its precepts for the next several years. Buy this book, and then share it with every manager in your organization as the cornerstone of how you'll transform your company into a master of shareology. I've seen the impact of his work first-hand, as our paths have crossed in our roles leading the teams in our respective agencies supporting one of the world's leading technology brands, so I know this is the "real work" and not some pipe dream. This is the social media book you've been waiting for, and a lot less, and that's a very good thing for you and the organizations who are counting on you to help them succeed into the future.

0 of 0 people found the following review helpful. This Book Could Have Saved My Career; Require Reading for the C-Suite, and Everyone Else. By KitKatsMommy

As someone who was an early adopter of social media, long before it was mainstream, and as someone who has struggled in a variety of corporate roles to prove the value and worth of the medium, this book is finally the "credibility" for those of us who are natives or naturals, and just instinctively "get it". Bryan Kramer writes the required reading for every C-Suite executive. This book will save companies a lot of money by helping them understand their purpose and their "Why" for using social media and understanding the entire H2H (Human to Human) economy of sharing. I have regularly given clients, bosses, investors, and others, books relating to the new digital media and social networks, sharing platforms, those books were the closest thing to explaining what those of us in the trenches are doing. Now the perfect book is here, and Bryan makes it accessible for everyone, no matter your experience level, age or understanding. The first portion is practical, relatable, and accessible for the professional, the neophyte or the doubter. The second portion of the book is a collection of great examples of use case, analytics and social proof. Understanding that the basis of social marketing and digital marketing is about sharing, caring and helping others, and humanizing the brand whether a corporate brand or personal brand. Beautiful explanations of the etiquette of social channels, behaviors, expectations and crisis management planning are all included. I especially appreciate the "crisis management" portion, because understanding how to "shut down automation" and when the appropriate time to do so is, is something that so many brands miss. Shareology explains what you need to know to be prepared, to engage, to participate and to prepare to succeed in digital marketing. This should be required reading for Parents, Students, Teachers, Professors, Professionals, oh let's just say everyone. Sharing is caring, understanding your why, and the why is so important. Kudos to Kramer!! I look forward to the next book!

Technology continues to evolve and make our lives busier and more complicated, but it can never replace true human connection--our fundamental need to share information, stories, and emotions. Shareology explores the history, art and science of sharing, and illustrates why sharing is what gives us a unique competitive advantage as individuals and brands. It is meant for entrepreneurs and marketers who want to make their content more valuable, shareable, and for individuals who want to understand the power of sharing to grow their personal brand. Kramer's best-selling second book, Shareology, raced onto the USA Today's Top 150 Book List the week of its release, as well as onto #1 on Amazon in four categories including Business Planning, Strategic Planning, Hot New Releases and Communications, and Business Best Sellers Top 25 and Jack Covert Selects list on 800 CEO Reads. Shareology includes: The Shareology Backstory, Sharing in the Human Economy, The Importance of Context, The Human Business Movement, Sharing: A Sensory Experience, Timing Is Everything, Redefining Influencers Inside and Out, Connections and Conversations, Creating Shared Experiences, Social Selling, Helping, What Makes Stuff Worth Sharing, Brands on Sharing, The Sharing Future: What's Next?

Bryan Kramer is a renowned global speaker, consultant and trainer. He's also one of the world's foremost leaders in the art and science of sharing, and has been credited with instigating the #H2H human business movement in marketing and social, which was the basis for his first book: There is No B2B or B2C: It's Human to Human #H2H ~another Amazon bestseller.

About the Author Bryan Kramer is a renowned global speaker, consultant and trainer. He's also one of the world's foremost leaders in the art and science of sharing, and has been credited with instigating the #H2H human business movement in marketing and social. In a unique sharing experiment conducted in his recent TED Talk at IBM titled Why Sharing is Reimagining Our Future, Bryan witnessed the true power of sharing when inspiration combined itself with reach and technology. The results were stunning - 21 million impressions in just 4

hours, spanning the globe to over 10 countries. No stranger to lists,