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# Social Media Strategies for Investing: How Twitter and Crowdsourcing Tools Can Make You a Smarter Investor

*Brian D Egger*

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Foreword by **Nicholas Colas**  
Chief Market Strategist at ConvergEx Group

## SOCIAL MEDIA STRATEGIES FOR INVESTING

How Twitter and Crowdsourcing Tools  
Can Make You a Smarter Investor

**BRIAN D. EGGER**

*Wall Street Journal* "Best on the Street" Analyst

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**Brian D Egger : Social Media Strategies for Investing: How Twitter and Crowdsourcing Tools Can Make You a Smarter Investor** before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media Strategies for Investing: How Twitter and Crowdsourcing Tools Can Make You a Smarter Investor:

A game-changing approach to investing in today's fast-paced market!"Brian has a great understanding of the social web and financial markets' intersection. I was inspired by Twitter in 2008 and started Stocktwits. Learning how to use the modern social tools to speed up your knowledge and abilities is something this book will help you accomplish." -- Howard Lindzon, founder of StockTwits

With financial markets operating at a breakneck pace, Twitter, blogs, and crowd-sourcing technologies have become the toolkit of choice for savvy investors looking for business trends. This comprehensive guide provides you with specific strategies for using social media as an investment tool to gain a greater understanding of today's market, so you won't get left behind. Author and Wall Street Journal "Best on the Street" analyst Brian D. Egger teaches you how to identify trends in the market, filter through social media messages with "smart feeds," and use hashtags and cashtags that are truly relevant to your stock portfolios. You will also find expert advice for incorporating social media into your daily investment research; using it to communicate with analysts, advisors, and corporate executives; and forecasting what lies ahead for the world of investing. With Social Media Strategies for Investing, you will not only enhance your understanding of the stock market, but also use social media to maximize your profits!