

## **Whittemore Publishes “Social Media’s Collective Wisdom” Simplifying Social Media Marketing eBook**

*By C.B. Whittemore*

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*Christine Whittemore, chief simplifier of Simple Marketing Now LLC, publishes “Social Media’s Collective Wisdom” e-Book simplifying marketing with social media for corporate marketers based on insights from 26 prominent social media experts.*

Kinnelon, NJ – Christine Whittemore, chief simplifier of Simple Marketing Now LLC, has published “Social Media’s Collective Wisdom: Simplifying Marketing With Social Media” in which 26 prominent social media practitioners answer the question “what suggestions do you have for companies to implement so they can more effectively bridge old media with new media and connect with end users?”

The wisdom collected in this e-book originates from a social media interview series about Bridging New & Old that Whittemore launched in December 2008 on her blog Flooring The Consumer. This first volume of “Social Media’s Collective Wisdom” captures responses from the first 26 participants in this ongoing series.

“Social media is here to stay,” says Whittemore, “but the tools and approaches aren’t yet fully understood particularly as it relates to organizations. How better to jump start the process by absorbing the collective wisdom of these insightful social media professionals.”

Responses from the following social media experts are included in “Social Media’s Collective Wisdom: Simplifying Marketing With Social Media” - Book I:

- Susan Abbott from Customer Experience Crossroads
- Toby Bloomberg from Diva Marketing Blog
- Laurence Borel from Blog Till You Drop
- Jeanne Byington from The Importance of Earnest Service
- Mack Collier from MackCollier.com
- Yvonne DiVita from LipSticking
- Jay Ehret from The Marketing Spot
- Kristin Gollither from Otterbox
- Kristin Gorski from Write Now Is Good
- Lewis Green from BizSolutionsPlus
- Ann Handley from Annarchy
- Karin Hermans from Wood You Like
- Chris Kieff from 1 Good Reason
- Andrea Learned from Learned On Women
- Lori Magno from Moda Di Magno Blog For Stylish Living
- Valeria Maltoni from Conversation Agent
- Doug Meacham from NextUp
- Peg Mulligan from Peg Mulligan’s Blog
- Rich Nadworny from Digital Strategy Blog
- Amber Naslund from Altitude Branding
- David Polinchock from Experience Manifesto
- Arun Rajagopal from Arun Rajagopal’s Blog

- Dan Schawbel from Personal Branding Blog
- Mario Vellandi from Melodies in Marketing
- Steve Woodruff from StickyFigure
- Alan Woody from Carpets By Otto

The e-book - Social Media's Collective Wisdom: Simplifying Marketing With Social Media - Book I - is available for free download by visiting <http://simplemarketingnow.com/Services.html>.

For more information about Simple Marketing Now LLC, contact chief simplifier Whittemore at [CBWhittemore@SimpleMarketingNow.com](mailto:CBWhittemore@SimpleMarketingNow.com) or visit the Simple Marketing Now website [<http://SimpleMarketingNow.com>] and companion weblog & newsroom – Simple Marketing Blog [<http://SimpleMarketingBlog.com>].

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About Simple Marketing Now LLC: Simple Marketing Now is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand.

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