

## **Age of Conversation 3 Highlights Social Media Marketing Best Practices: 171 Authors, 7 From NJ**

*Age of Conversation 3 highlights social media best practices with global perspectives from 171 authors. Available through all major online retailers, it constitutes a veritable “who’s who” of the world’s leading marketing bloggers, 7 from NJ.*

**May 24, 2010** - [PRLog](#) -- Kinnelon, NJ – Age of Conversation 3 (202 pages; hardcover; paperback; Kindle; ePub), third in the one-of-a-kind global collaborative series, is now available through all major online retailers, as a Kindle e-book, and soon as an ePub for other digital readers. Published by new digital publishing company Channel V Books ([www.ChannelVBooks.com](http://www.ChannelVBooks.com)), the book highlights social media best practices with perspectives from 171 authors from around the world, constituting a veritable “who’s who” of the world’s leading marketing bloggers. Seven authors hail from New Jersey. Sales benefit the Make-A-Wish Foundation.

Age of Conversation 3 captures the distinct shift from social media as hypothetical consumer loyalty tool to staple in the modern marketing toolbox. Although the book covers more than just social media, the topic is ubiquitous among the book’s 10 sections: At the Coalface; Identities, Friends and Trusted Strangers; Conversational Branding; Measurement; Corporate Conversations; In the Boardroom; Innovation and Execution; Influence; Getting to Work; and Pitching Social Media.

“We have seen an incredible shift in the role of social media over the past three years. It has moved from an outlier in the marketing mix to one of the strategic pillars of any corporate marketing or branding exercise,” says Drew McLellan. “And it doesn’t end there,” adds Gavin Heaton. “As the many authors of this new book explain, the focus may be on conversation, but you can’t participate in a conversation from the sidelines. It’s all about participation. And this book provides you with 171 lessons in this new art”. McLellan and Heaton are co-editors and contributing authors of the Age of Conversation series.

The first Age of Conversation raised nearly \$15,000 for Variety, the international children's charity, and Age of Conversation 2 raised a further \$10,000 for Variety. This year’s proceeds will be donated to the Make-A-Wish Foundation.

Christine B. Whittemore, chief simplifier of Simple Marketing Now -<http://simplemarketingnow.com> - located in Kinnelon, NJ, has participated in the Age of Conversation series since its beginning. Her contribution to Age of Conversation 3, titled “Extreme Foreignness, Innovation and Execution”, appears in the Innovation and Execution section. Other New Jersey authors include: Steve Roesler, Eric Brody, Steve Woodruff, Mark Levy, Marilyn Pratt and Rick Liebling.

Whittemore has been immersed in social media marketing since 2006 – personally, for a brand and for her business. She is the author of Flooring The Consumer – a highly acclaimed weblog about the customer retail experience and marketing to women and an AdAge Power 150 Marketing Blog. She also writes the Simple Marketing Blog, a Junta42 Top 42 Content Marketing Blog.

For information about Age of Conversation 3 or to purchase a copy, visit <http://www.ageofconversation.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. For more information, visit <http://SimpleMarketingNow.com>.

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