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turn their passion for reaching out to the world into a concrete set of actions." -- Jessica Jackley, founder, Kiva and Profunder. " The Dragonfly Effect shows how social technology, openness, and empathy can come together to change the world. The Dragonfly Effect: Quick, Effective, and Powerful Ways ... The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change by Jennifer Aaker. Proven strategies for harnessing the power of social media to drive social change <p>Many books teach the mechanics of using Facebook, Twitter, and YouTube to compete in business. The Dragonfly Effect by Aaker, Jennifer (ebook) The dragonfly is the only insect able to propel itself in any direction when

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its four wings are working in concert. It symbolizes the importance of integrated effect and is akin to the ripple effect—a term used in economics, sociology, and psychology to indicate how small acts can create big change. The Dragonfly Effect (SSIR) The dragonfly effect : quick, effective, and powerful ways to use social media to drive social change / Jennifer Aaker and Andy Smith ; with Carlye Adler. p. cm. Includes index. ISBN 978-0-470-61415-0 (hardback) 1. Internet marketing—Political aspects. 2. Social media—Political aspects. 3. Internet— Social aspects. 4. Social entrepreneurship. 5. THE DRAGONFLY EFFECT - Carlye Adler The Dragonfly Effect shows you how to tap social media and consumer psychological insights to achieve

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a single, concrete goal. Named for the only insect that is able to move in any direction when its four wings are working in concert, this book Reveals the four "wings" of the Dragonfly Effect-and how they work together to produce colossal ... The Dragonfly Effect: Quick, Effective, and Powerful Ways ... The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change by Aaker, Jennifer, Smith, Andy (2010) Hardcover Hardcover 4.3 out of 5 stars 39 ratings See all formats and editions The Dragonfly Effect: Quick, Effective, and Powerful Ways ... The Dragonfly Effect demonstrates how to tap social media and consumer psychological insights to attain an individual, concrete goal. Named for the only insect

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that's able to move around in any direction when its four wings will work in concert, this book The Dragonfly Effect: Quick, Effective, and Powerful Ways ... I had a conversation recently with Jennifer Aaker and Andy Smith about their path breaking book, The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change... Why The Revolution Has Been Tweeted: The Dragonfly Effect The dragonfly effect : quick, effective, and powerful ways to use social media to drive social change. Responsibility Jennifer Aaker and Andy Smith ; with Carlye Adler. Imprint San Francisco : Jossey-Bass, 2010. Physical description xxv, 211 p. : ill ; 22 cm. Available online At the library ... The dragonfly effect :

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quick, effective, and powerful ways ... This is the "Dragonfly Effect," named for the insect's ability to move in any direction when its four wings work together. Specific, practical advice teaches readers how to translate anything a product, service, community concern into a powerful narrative that invites participation, how to communicate with potential supporters, how to craft a compelling video, and more.

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