

# **The New Influencers: A Marketer's Guide To The New Social Media By Paul Gillin**

**By Paul Gillin**

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<http://journal.transformativeworks.org/index.php/twc/article/view/35/48>

New Influencers: A Marketer's Guide to the New Social Media - Paul Gillin Geoffrey A. Moore - Sales & marketing - 9781884956942

<http://www.abe.pl/en/book/9781884956942/new-influencers-a-marketers-guide-to-the-new-social-media>

The influence of bloggers, podcasters, and users of other social media is profoundly disrupting the mainstream media and marketing industries.

<http://www.citeulike.org/user/rizomatica/article/2678337>

Target Marketing magazine; To get the right recipe, I spoke with Paul Gillin, A Marketer's Guide to the New Social Media.

<http://www.targetmarketingmag.com/article/paul-gillin-social-media-direct-marketing-406935/>

The new influencers : a marketer's guide to the new social media. Gillin, Paul. New influencers. " The new influencers a marketer's guide to the new social

<http://www.worldcat.org/title/new-influencers-a-marketers-guide-to-the-new-social-media/oclc/812924548>

Move over, Web 2.0: Content Curation is the new Creation. What does the democratization of Content Marketing mean for marketing & publishing?

<http://www.meltwater.com/blog/influencer-marketing-and-citizen-editors-web-2-1/>

Paul Gillin is the author of The New Influencers (3.76 avg rating, 99 ratings, 13 reviews, published 2007), The Joy of Geocaching (3.71 avg rating,

[http://www.goodreads.com/author/show/473593.Paul\\_Gillin](http://www.goodreads.com/author/show/473593.Paul_Gillin)

It s a well-known fact in the social media marketing world, particularly in B2C marketing, that influencers can make or break a brand. According to Forbes

<https://blogs.oracle.com/marketingcloud/new-trendspotting-finding-influencers-boost-social-media-marketing>

Influencer marketing is taking off: rapid growth, fast adoption, hundreds of millions invested, new influencers and brands jumping into the market, new channels

<http://www.adweek.com/socialtimes/making-the-market-for-influencer-marketing/620460>

Joy Recommends: The New Influencers: A Marketer s Guide to the New Social Paul Gillin, social media, The New Influencers: A Marketer's Guide to the New Social

<http://www.postcardmania.com/blog/2009/07/joy-recommends-the-new-influencers-a-marketers-guide-to-the-new-social-media/>

Author Paul Gillin s The New Influencers: A Marketer's Guide to the New Social Media is intended to help marketers understand the new patterns of influence that are

<http://www.silverplanet.com/entertainment/books/new-influencers-marketer-s-guide-new-social-media/book-quotes/46961>

Book review The new influencers: A marketer's guide to the new social media, by Paul Gillin Barna William Donovan St. Peter's College, Jersey City, New Jersey, United

<http://journal.transformativeworks.org/index.php/twc/article/view/35/48>

The New Influencers: A Marketer's Guide to the New Social Media is a book by Paul Gillin.

<http://www.freebase.com/m/04yqdhq>

Is influencer marketing a powerful new practice or just the latest marketing jargon? Lucy Fisher investigates

<http://www.b2bmarketing.net/knowledgebank/professional-development/features/feature-power-influencer-marketing>

Marketing to influencers, to increase awareness of the firm within the influencer community; This is covered in depth in Paul Gillin s The New Influencers.

[http://en.wikipedia.org/wiki/Influencer\\_marketing](http://en.wikipedia.org/wiki/Influencer_marketing)

Secrets of Social Media Marketing is a The New Influencers: A Marketer's Guide to the New Paul Gillin's "Secret's of Social Media

<http://www.barnesandnoble.com/w/secrets-of-social-media-marketing-paul-gillin/1112258184?ean=9781884956850>

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Influencer Marketing is the most important new approach to marketing in a decade for those professionals at the leading edge of purchasing decision making.

<http://www.elsevier.com/books/influencer-marketing/brown/978-0-7506-8600-6>

Paul Gillin's book, The New Influencer: A Marketer's Guide to Social Media, A Social Media and Blogging Classic.

<http://www.sparxoo.com/2009/10/22/new-influencer-a-social-media-and-blogging-classic/>

Sep 09, 2014 Platforms like Instagram and YouTube have led to the rise of a new generation of influencers that influencers. After all influencer marketing is

<http://www.forbes.com/sites/kylewong/2014/09/10/the-explosive-growth-of-influencer-marketing-and-what-it-means-for-you/>

Author Paul Gillin s The New Influencers: A Marketer's Guide to the New Social Media is intended to help marketers understand the new patterns of influence that are

<http://www.silverplanet.com/entertainment/books/new-influencers-marketer-s-guide-new-social-media/46960>

What makes these new influencers even more powerful The concept of partnering with bloggers and other active social media users is called influencer marketing

<http://www.convinceandconvert.com/digital-marketing/5-tips-for-finding-the-right-social-influencers-for-your-brand/>

The approval process NASA now has in place for new social media leaders and influencers who will inspire book The Sophisticated Marketer's Guide to

<http://www.socialbusinessengine.com/podcasts/how-nasa-does-social-media-marketing-for-all-of-humanity/>

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<http://gillin.com/blog/>

Jul 23, 2015 B2B Social Media Marketing with Paul Gillin Paul Gillin, author of \"The New Influencers\" and \"Social Marketing to the Business Customer\" During

[http://article.wn.com/view/2015/07/24/Colorado\\_Springs\\_CEO\\_Named\\_Among\\_Twitter\\_s\\_Top\\_B2B\\_Influence/](http://article.wn.com/view/2015/07/24/Colorado_Springs_CEO_Named_Among_Twitter_s_Top_B2B_Influence/)

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<http://www.silverplanet.com/entertainment/books/new-influencers-marketer-s-guide-new-social-media/46960>

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<http://www.popmatters.com/review/111511-the-new-influencers-a-marketers-guide-to-the-new-social-media-by-pau/>

Mar 16, 2008 *A Marketer's Guide to the New Social Media* by Paul Gillin "This book uncovers who the "new directly and how to get into the social  
<http://www.wsj.com/articles/SB120534841865230991>

Aug 05, 2013 I went straight to a number of agencies I respect to get their take on influencer marketing, and hear a sampling of recent success stories. Each has  
<http://www.forbes.com/sites/markfidelman/2013/08/06/8-of-the-best-influencer-marketing-campaigns-from-the-8-hottest-agencies/>

With ubiquitous internet connectivity and billions of people empowered to create and publish online, digital marketing competition is greater than ever. Co  
<http://www.toprankblog.com/2015/05/influencer-participation-marketing/>

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Mari Smith is a Facebook-marketing expert and author of *The New Relationship Marketing*. marketing expert and one of Forbes 20 Women Social Media Influencers.  
<http://www.entrepreneur.com/article/236661>

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<http://www.amazon.co.uk/New-Influencers-Marketers-Guide-Social/dp/1884956653>

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<http://modernphotographics.com/blog/portraits/business/a-must-read-the-new-influencers-marketers-guide-to-the-new-social-media-paul-gillin/>

Published five books about social media: The New Influencers A Marketer s Guide to the New Social Media, View Paul s Full Profile. Not the Paul Gillin

<https://www.linkedin.com/in/paulgillin>