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media and Facebook to drive social good."--Sheryl Sandberg, COO, Facebook "The Dragonfly Effect shows anyone how to get involved and take action on issues that matter to them. Its principles lay the foundation for any organization looking to harness the power of social media to champion a cause and create positive change in the world."

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"The Dragonfly Effect is the elegance and efficacy of people who, through the passionate pursuit of their goals, discover that they can make a positive impact disproportionate to their resources." The Four Wings of the Dragonfly Model "Focus" - Set an objective which you want to achieve. "Grab attention" - Show what you are doing.

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, AndySmith. Jossey-Bass, 2010. Marketing, Social Impact. Many books teach the mechanics of using Facebook, Twitter, and YouTube to compete in business. But no book addresses how to harness the incredible power of social media to make a difference.

The Dragonfly Effect: Quick, Effective, and Powerful Ways ...

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The Dragonfly Effect offers a guidepost for every marketer struggling to stay on top of fast evolving social media trends and use peer-to-peer marketing to mobilize a mass audience. Even more powerfully, the book demonstrates that by using our networks for good, we will be happier and more successful individuals—in life and at work."

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The Dragonfly Effect is a model that taps concepts from social media, marketing strategy, and consumer psychology to help people achieve a single, concrete goal. We named it after the only insect that can move swiftly in any direction, and even hover, when its four wings are moving in harmony.

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About For Books The Dragonfly Effect: Quick, Effective ...

The Dragonfly Effect shows you how to tap social media and consumer psychological insights to achieve 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 results

The Dragonfly Effect by Aaker, Jennifer (ebook)

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.

The Dragonfly Effect: Quick, Effective, and Powerful Ways ...

The Dragonfly Effect shows you how to tap social media and consumer psychological insights to achieve a single, concrete goal. Named for the only insect that is able to move in any direction when...

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Powerful Ways To Use Social Media to Drive Social Change. Named for the only insect able to move in any direction when its four wings are working in concert, The Dragonfly Effect reveals how everyday people achieve unprecedented results through harnessing the incredible power of social media. While there are many books teaching the mechanics of Facebook, Twitter, and YouTube to compete in business, The Dragonfly Effect is the first to show how to ...

The Book | The Dragonfly Effect

The dragonfly is the only insect able to propel itself in any direction when 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.

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The Dragonfly Effect (SSIR)

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