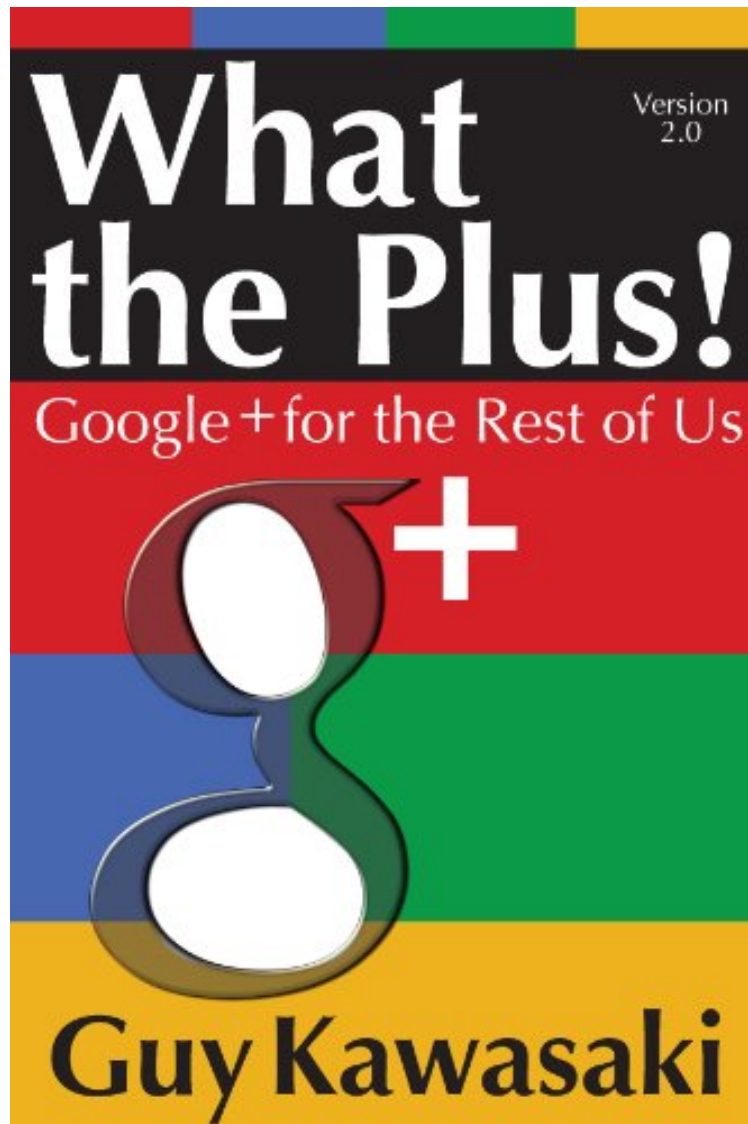


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## What the Plus! Google+ for the Rest of Us (English Edition)

Von Guy Kawasaki

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**Von Guy Kawasaki : What the Plus! Google+ for the Rest of Us (English Edition)** before purchasing it in order to gage whether or not it would be worth my time, and all praised What the Plus! Google+ for the Rest of Us (English Edition):

KundenrezensionenHilfreichste Kundenrezensionen2 von 2 Kunden fanden die folgende Rezension hilfreich. Allgemeine Einfhrung in das neue Netzwerke Google PlusVon Natascha LjubicIch habe mir die eBook Variante des Buches um 2,50 heruntergeladen.Es war zu dieser Zeit das erste Nachschlagewerk auf Englisch. Der Autor ist sehr bekannt aus seinen zahlreichen Auftritten in den sozialen Medien und bringt seine Leidenschaft zum neuen G+

Netzwerk mitein. Er beschreibt darin die einzelnen Schritte zur Erstellung eines persönlichen Profils, Netzwerkaufbau und allen dienlichen Funktionen sowie die Unterschiede zu Facebook, dem Mitbewerber. Er gibt viele persönliche Erfahrungen im Umgang mit den Leuten auf G+ wieder. Es ist ein nettes Einsteigerbuch. Ich habe mir ein wenig mehr erwartet, aber nach dem ich selbst täglich in zahlreichen Medien unterwegs bin, sind meine Anforderungen höher. Für Einsteiger, die gerne auf Englisch, das Netzwerk kennen lernen ist es durchaus geeignet. Wenn man ein Praxisbuch zur unternehmerischen Nutzung sucht ist man beim Data Becker Verlag besser aufgehoben. Dazu empfehle ich das G+ Buch von Inga Palme und Tina Galliano Webselling - Google+ für Unternehmen erfolgreich einsetzen 0 von 0 Kunden fanden die folgende Rezension hilfreich. a great and inspiring read Von rudolf gregeri wish i had started earlier to read this book and that i would have used google+ more often since i started my digital presence there (mid 2011 -- i was not convinced). anyway, after i've been reading this book that will change radically. guy kawasaki did a fabulous job by evangelising me and i will follow his trail. go out, read that book and at least start using google+. it seems worth it. (of course it was not just the book that made me think so, it was the experience after testing what guy was telling in the book. awful. gorgeous. great.) thanks. 1 von 1 Kunden fanden die folgende Rezension hilfreich. very much a book for beginners Von John Eckhardt I was expecting more insight into G+ and where it is heading but it is ok for a start into G+

Kurzbeschreibung You are ninety minutes away from mastering Google+. That's all it takes. But don't take Guy's word for it. Here's what three experts have to say about What the Plus! Google+ for the Rest of Us: "We didn't expect over 100,000,000 people to join Google+ so quickly. If we had, we might have written a tutorial like this one. Lucky for us, Guy has written this wonderful introduction to Google+. Highly recommended!" Vic Gundotra, Senior Vice-President, Social, Google "What The Plus is the G+ motherlode! Guy's book will make you fall madly in love with Google+ and never look back!" Mari Smith, author The New Relationship Marketing and coauthor Facebook Marketing: An Hour A Day "People ask me why I like Google+ better. I struggle to find the words, but Guy Kawasaki not only figured it out but shows you how to get the most out of this new social network." Robert Scoble, Rackspace videoblogger Kurzbeschreibung You are ninety minutes away from mastering Google+. That's all it takes. But don't take Guy's word for it. Here's what three experts have to say about What the Plus! Google+ for the Rest of Us: "We didn't expect over 100,000,000 people to join Google+ so quickly. If we had, we might have written a tutorial like this one. Lucky for us, Guy has written this wonderful introduction to Google+. Highly recommended!" Vic Gundotra, Senior Vice-President, Social, Google "What The Plus is the G+ motherlode! Guy's book will make you fall madly in love with Google+ and never look back!" Mari Smith, author The New Relationship Marketing and coauthor Facebook Marketing: An Hour A Day "People ask me why I like Google+ better. I struggle to find the words, but Guy Kawasaki not only figured it out but shows you how to get the most out of this new social network." Robert Scoble, Rackspace videoblogger ber den Autor und weitere Mitwirkende Guy Kawasaki is the former Chief Evangelist of Apple and cofounder of Alltop.com. He is the author of 11 other books, including Enchantment, Reality Check, The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy, and The Macintosh Way. Attract