



Shareology: How Sharing is Powering the Human Economy

By Bryan J Kramer

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Shareology: How Sharing is Powering the Human Economy By Bryan J Kramer

Technology continues to evolve and make our lives busier and more complicated, but it can never replace true human connection--our fundamental need to share information, stories, and emotions.

Shareology explores the history, art and science of sharing, and illustrates why sharing is what gives us a unique competitive advantage as individuals and brands. It is meant for **entrepreneurs** and **marketers** who want to make their content more valuable, shareable, and for individuals who want to **understand the power of sharing to grow their personal brand**.

Kramer's best-selling second book, Shareology raced onto the **USA Today's Top 150 Book List** the week of its release, as well as onto **#1 on Amazon** in four categories including **Business & Planning, Strategic Planning, Hot New Releases and Communications**, and **Business Best Sellers Top 25** and **Jack Covert Selects** list on **800 CEO Reads**.

Shareology includes:

- The Shareology Backstory
- Sharing in the Human Economy
- The Importance of Context
- The Human Business Movement
- Sharing: A Sensory Experience
- Timing Is Everything
- Redefining Influencers Inside and Out
- Connections and Conversations
- Creating Shared Experiences
- Social Selling Helping
- What Makes Stuff Worth Sharing
- Brands on Sharing
- The Sharing Future: What's Next?

Bryan Kramer is a renowned global speaker, consultant and trainer. He's also one of the world's foremost leaders in the art and science of sharing, and has

been credited with instigating the #H2H human business movement in marketing and social, which was the basis for his first book: **There is No B2B or B2C: It's Human to Human #H2H** ~ another Amazon bestseller.

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Editorial Review

About the Author

Bryan Kramer is a renowned global speaker, consultant and trainer. He's also one of the world's foremost leaders in the art and science of sharing, and has been credited with instigating the #H2H human business movement in marketing and social.

In a unique sharing experiment conducted in his recent **TED Talk** at IBM titled *Why Sharing is Reimagining Our Future*, Bryan witnessed the true power of sharing when inspiration combined itself with reach and technology. The results were stunning - 21 million impressions in just 4 hours, spanning the globe to over 10 countries. **No stranger to lists**, Having worked hands-on as a **senior advertising account executive, interactive planner and strategist, managing consultant, online producer, and marketing consultant** for some of the Bay Area's largest marketing firms, Bryan has built his career on understanding every part of this business.

As **President/CEO of PureMatter**, Bryan's leadership has steered the agency to consistent growth over the last 10 years, earning it a spot as one of the fastest growing private companies in **Silicon Valley** for over five years by the San Jose/Silicon Valley Business Journal.

Users Review

From reader reviews:

Mary Torres:

Do you have favorite book? Should you have, what is your favorite's book? Reserve is very important thing for us to find out everything in the world. Each book has different aim or maybe goal; it means that e-book has different type. Some people truly feel enjoy to spend their a chance to read a book. These are reading whatever they take because their hobby is actually reading a book. Think about the person who don't like reading through a book? Sometime, individual feel need book once they found difficult problem or maybe exercise. Well, probably you should have this Shareology: How Sharing is Powering the Human Economy.

Yvonne Matz:

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Douglas Brownlee:

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