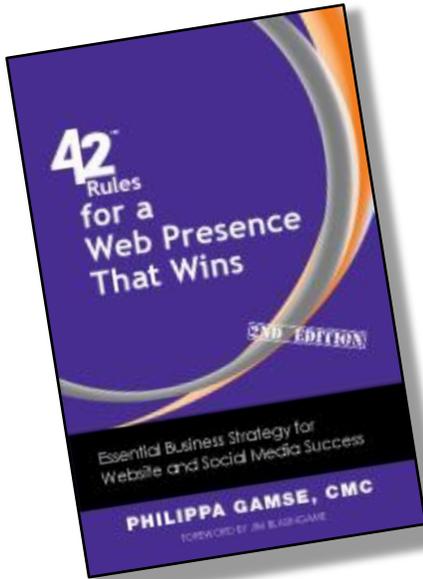


## Essential Business Strategy for Website and Social Media Success



The 42 Rules are based on Philippa's 15-plus years of consulting experience and research into what works at a practical level, and are illustrated with real-life examples from her clients, audiences and colleagues. Each rule is designed to help readers determine if the issue or idea that's being presented is pertinent to their specific situation. It explains the overall concept, and offers an example, case study, or other ideas from over thirty contributing experts including Rob Siefker, Director of Zappos Customer Loyalty Team, Françoise Gilbert, author of *The Global Privacy Book*, John Yunker, author of *The Art of the Global Gateway*, and Dan Burrus, author of *Flash Foresight*.



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This book was created for business owners, executives and managers, associations and nonprofit organizations who want to understand what it takes to create and sustain a successful web presence. It's primarily designed for businesses which are not pure e-commerce companies, and that probably don't have the resources to deploy major enterprise software solutions and dedicated in-house technical teams.

The book is about business concepts, issues, strategies and tactics for the Web. It is not intended to be an exhaustive list or review of tools, technologies, platforms, current regulations or any of the other constantly shifting parameters of the online world. Rather, it aims to provide a fast, but thought-provoking read that offers a 30,000 ft "hawk-eye" perspective on the many different considerations for an effective website and social media presence.

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