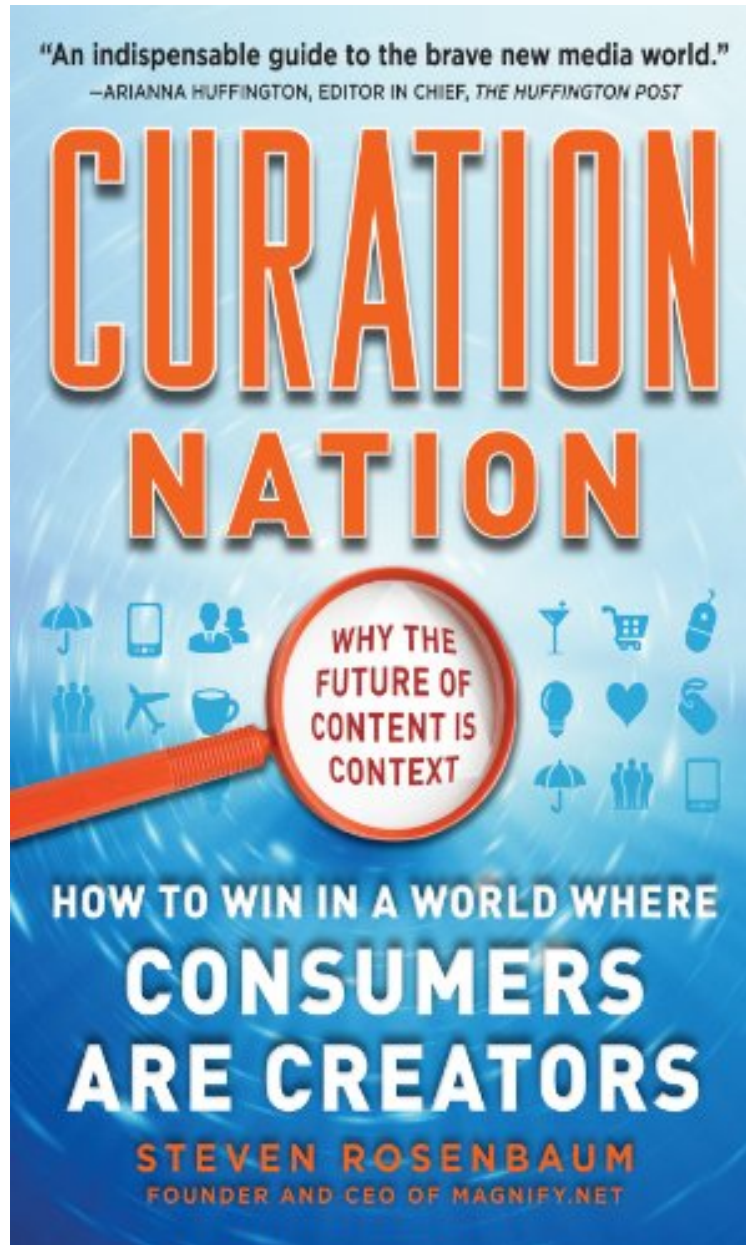


Curation Nation: How to Win in a World Where Consumers are Creators

Steven Rosenbaum

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Steven Rosenbaum : Curation Nation: How to Win in a World Where Consumers are Creators before purchasing it in order to gage whether or not it would be worth my time, and all praised Curation Nation: How to Win in a World Where Consumers are Creators:

2 of 2 people found the following review helpful. I felt that I wasted my time. By Chase W. The celebrity reviewers must all be friends of the author, and my guess is that they did not read the book. The book is completely repetitive. When I completed the book, I felt that I wasted my time. Here is what the book is about: Curation is the hot new word to use for summaries, blog postings, any written response to anything, it just goes on and on the same way. This review is no longer a review; it is you guessed it, curation. Now you do not need to read the book. 7 of 8 people found the following review helpful. If you participate online, creating or consuming information, you need to understand curation. By Scott Jangro. Curation is becoming a critical aspect of our online world. I know from years of being involved in online marketing and studying search engines that the search engines simply cannot keep up. It looks like they are, because if you ask for something, you get 10 results, a few of them good. But they're probably not the best results out there. We take what we get. Curators will help fix this. Not only will we, as consumers of content, rely on the curators to show us the truly good information (with color), but the search engines will also rely on them as at least one of the many signals that indicate what belongs at the top of search results. Online curation is something that I've been involved in for a long time now both in the publisher sense that Robert Scoble puts it: "Pick a niche and own it." as well as someone who is developing the tools that curators will use to own their own niches. As someone who likes to curate, and loves the concept, I read as much as I can from the people who do nothing but think about this stuff all day every day. Steve Rosenbaum is one of those guys. The people that Steve taps into for this book are those guys. The criticism that this book could have been shorter and more organized is valid. Just the same, it is a valuable brain dump from one of the guys who is well in front of this important topic. It is full of insight and was well worth the read. I pulled dozens of quotes to share with my team to help solidify our own vision. 15 of 16 people found the following review helpful. Good primer on the subject, but goes all over the place IMO... By Joseph Ratliff. Curation Nation is a solid read on the subject of curation overall. It is NOT for people who publish and curate content on a regular basis IMO. It is for people who are considering a start in content publishing and curation. The book seems to "go all over the place", covering the topic completely, but lacking organization in terms of leading a reader from point A to point B on the topic. The author is well-versed on the topic, and the information is solid...but I will be searching for other books on the subject as a content publisher myself.

Business Leaders Are Buzzing About Curation Nation

- An indispensable guide to the brave new media world.
- Arianna Huffington, editor in chief, the Huffington Post
- Gives me hope for the future of the Information Age. Rosenbaum argues for the growing importance of people
- creative, smart, hip
- who can spot trends, find patterns, and make meaning out of the flood of data that threatens to overwhelm us.
- Daniel H. Pink, New York Times bestselling author of Drive
- A testament to the strategic mind of a genius and a road map for developing engaging consumer experiences by curating content around your brand.
- Bonin Bough, Global Director, Digital and Social Media, PepsiCo
- Perfectly on-trend
- an insightful guide to the future. So entertaining you won't put it down.
- Chris Meyer, author of Blur
- Read this book. Embrace curation, and you'll be ready to
- crush it
- with focus and passion in the noisy new world of massive data overload.
- Gary Vaynerchuk, New York Times bestselling author of Crush It
- Provides a wealth of real-world examples of how businesses can use the Web to give their customers a valuable curated experience.
- Tony Hsieh, CEO, Zappos.com, and New York Times bestselling author of Delivering Happiness
- Our best hope for sorting the good from the mediocre in our increasingly overwhelming media landscape.
- Clay Shirky, author of Cognitive Surplus and Here Comes Everybody
- About the Book: Let's face it, we're drowning in data. Our inboxes are flooded with spam, we have too many
- friends
- on Facebook, and our Twitter accounts have become downright unmanageable. Creating content is easy; finding what matters is hard. Fortunately, there is a new magic that makes the Web work. It's called curation, and it enables people to sort through the digital excess and find what's relevant. In Curation Nation, Steven Rosenbaum reveals why brands, publishers, and content entrepreneurs must embrace aggregation and curation to grow an existing business or launch a new one. In fact, he asserts that curation is the only way to be competitive in the future. Overwhelmed by too much content, people are hungry for an experience that both takes advantage of the Web's breadth and depth and provides a measure of human sorting and filtering that search engines simply can't achieve. In these shifting sands lies an extraordinary business opportunity: you can become a trusted source of value in an otherwise meaningless chaos of digital noise. In Curation Nation, Rosenbaum
- curates the curators
- by gathering together priceless insight and advice from the top thinkers in media, advertising, publishing, commerce, and Web technologies. This groundbreaking book levels the playing field, giving your business equal access to the content abundance presently driving consumer adoption of the Web. As the sheer volume of digital information in the world increases, the demand for quality and context becomes more urgent. Curation will soon be a part of your business and your digital world. Understand it now, join in early, and reap the many benefits Curation Nation has to offer. Learn more at CurationNation.org.

About the Author Steven Rosenbaum is an entrepreneur, filmmaker, and digital curator. He created MTV's

groundbreaking user-generated video show MTV Unfiltered and directed the award-winning 9/11 documentary 7 Days in September. Rosenbaum is the CEO of Magnify.net, the largest real-time video aggregation and curation engine on the Internet. He lives in New York City.