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They can do this, she says, by bucking previous assumptions and embracing their inner renegade, and she shows them how, step by step, with the eight essential Renegade Rules: Rule 1: Be the Media. Rule 2: Show Some Skin. Rule 3: Unmask Your Motives. Rule 4: Get Comfortable Being Uncomfortable. Rule 5: Ask Forgiveness Rather Than Permission

Renegades Write the Rules: How the Digital Royalty Use ...

president and CEO, Lance Armstrong Foundation. "Twitter is the greatest marketing tool in the history of the world and Renegades Write the Rules demonstrates how we're only limited by our imaginations when it comes to social media." -Dana white. president of UFC.

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Amy Jo Martin | Renegades Write the Rules

Details about Renegades Write the Rules: Learn the rules to building loyal (and lucrative) digital followings Renegades Write the Rules reveals the innovative strategies behind the social media success of today's top celebrities, brands, and sports icons, and how you can follow their lead.

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Renegades Write The Rules reveals the innovative strategies behind the social media success of today's top celebrities, brands, and sports icons. This book shows you how you can follow their lead and unleash your inner Renegade on social media and beyond. Author Amy Jo Martin, founder of Digital Royalty and Why Not Now? is the woman who pioneered how professional sports and celebrities integrate social media.

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Renegades Write the Rules by Amy Jo Martin

My New York Times Best-Selling Book Renegades Write the Rules reveals the innovative strategies behind the social media success of today's top celebrities, brands, and sports icons, and how you can follow their lead. Renegade Brand Bootcamp is a two-month intensive, real time, training program for women in entrepreneurship and business.

Amy Jo Martin - Renegades Write The Rules

"Renegades Write the Rules tells the story of trailblazing, of the in-the-moment sparks that drive innovation and change. At a moment when we have so much to learn from each other, Amy Jo's grounded voice and passion for social media provide a catalyst to engage, connect, and capture our collective capacity to empower--and provoke--a movement that can move us forward, together and as individual creative voices."

9781118340516: Renegades Write the Rules: How the Digital ...

Renegades Write the Rules reveals the innovative strategies behind the social media success

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In her book, Ms. Martin covers her journey in social media and how to forge one's own path, the "renegade way." The focus of the tome is the eight essential Renegade Rules:" Rule 1: Be the Media. Rule 2: Show Some Skin. Rule 3: Unmask Your Motives. Rule 4: Get Comfortable Being Uncomfortable. Rule 5: Ask Forgiveness Rather Than Permission

Book Review – Renegades Write The Rules: How the Digital ...

In Renegades Write the Rules: How the Digital Royalty Use Social Media to Innovate (Wiley; \$26.95; October 2012, 978-1-118-34051-6) author Amy Jo Martin, founder and CEO of social media agency, Digital Royalty and Digital Royalty University, reveals the innovative strategies behind the social media success of today's top celebrities and brands, and how to follow their lead in sometimes unconventional ways. This book details the latest techniques to attract a social media fan base and to keep ...

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