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### **33 Million People in the Room**

*New Book from FT Press Shows How to Create, Influence and Run a Successful Business with Social Networking*

New York, NY--Social Networks are fast becoming an influential tool for business people who are innovative and savvy enough to take advantage of them, with the Barack Obama Presidential campaign being a recent example of the power of social networking in creating a successful brand and inspiring passion and support from consumers.

But in the vast social media landscape, how do you successfully navigate and use social networks to create, grow and develop your business?

In *33 Million People in the Room: How to Create, Influence, and Run a Successful Business with Social Networking* (FT Press, ISBN 13: 9780137154357, \$21.99, 200 pages, February 2009) <http://www.juliettepowell.com> by Juliette Powell, readers will learn how to harness the power of social networks and drive real ROI. Powell also profiles dozens of companies that are doing just that in *33 Million People in the Room*. Powell is a top media and social networking consultant to corporate, government and new media organizations including, Microsoft, Compaq, Nokia, the United Nations, the Department of Justice, Paltalk, Rocketboom and Neighborhood America.

The book also includes a chapter which shows how the Barack Obama campaign utilized the Internet and Social Networking so successfully to raise money, spread their message and inspire passion and support from the American people. Powell explains how to apply those lessons to your own business and personal brand.

“Obama understood how to activate the intense passion of empowered Internet users and actively sought to build relationships with dedicated individuals, online and offline, who would serve as his own grassroots army,” says Powell. “Most importantly, Obama’s campaign understood the Internet’s vast capacity for networking and the possibilities for virally spreading a message, as long as that message was considered meaningful, authentic and valuable.”

With *33 Million People in the Room*, Powell enables businesses and marketers to:

- **Get on, get started and make social networks work for you-** define an implement your optimal social networking strategy
- **Leverage the amazing power of the “microcelebrity” defined as an individual who has achieved a certain amount of fame in a given industry or social group, typically through online resources-** achieving worldwide impact in the niche that matters to you
- **Transform social and cultural capital into financial capital-** be generous, build your trusted personal network- and reap the rewards
- **Profit from the knowledge that you never knew that you had-** opening your organization’s own social networking channels-inside and out

***33 Million People in the Room*** also includes wide-ranging case studies with technology, and media companies, as well as leaders in finance, retail, electronics, telecommunications, consumer goods, and beyond. These powerful narratives illuminate the *reality* of doing business today by capitalizing on online and offline social networks. Through them, Powell introduces newly-emerged best practices, crucial pitfalls, and helps you leverage your social and cultural capital using the very latest trends in online social networking. Drawing on cutting edge research in social psychology network theory and business leadership strategy, Powell “connects the dots,” revealing the human dynamics and patterns that consistently underlie successful social networking initiatives to give you and your company a competitive edge.

Powell offers practical tools and advice for optimizing every stage of your own social networking initiative, from planning through measurement. The techniques can help you build your company, introduce new products and services, and strengthen your brands, *whatever they are: business or personal.*

On Juliette’s Powell’s Web site, <http://www.juliettepowell.com> you will find:

- An excerpt of chapter eight, *Virality and Communities: Opportunities in Distribution*, which highlights Obama’s ground breaking social networking campaign and the lessons learned
- A new web series launching in February 2009, The Gathering Think Tank and 33 Million People.com are joining forces to launch a new web series featuring some of your favorite newsmakers, changemakers and troublemakers
- ***33 Million People in the Room*** Blog

Please contact Laura Czaja, PR Manager at FT Press to request an interview with the author or excerpt from the book at 212-641-6627 or [laura.czaja@pearson.com](mailto:laura.czaja@pearson.com)

### **ABOUT THE AUTHOR**

**Juliette Powell** is a media expert with many years of experience in new media interactive content and formats. She is the founder of The Gathering Think Tank ([thegatheringwebsite.com](http://thegatheringwebsite.com)), an innovation forum that connects technology, media, entertainment, advertising and business communities. With a lifelong interest in community-building as well as a deep knowledge of the people and technologies at the forefront of social media, her consulting services include: Microsoft, Compaq, Red Bull, Mozilla, Nokia, the United Nations, the Department of Justice, Paltalk and Rocketboom. Powell has served as a guest speaker at MIT’s Innovation Forum, NYU’s Interactive Technology Program, and the Producer’s Guild of America’s New Media Council. She has also assisted in the production of the world-renowned Technology, Entertainment, Design (TED) Conference.

### **ABOUT FT PRESS**

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Juliette Powell

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