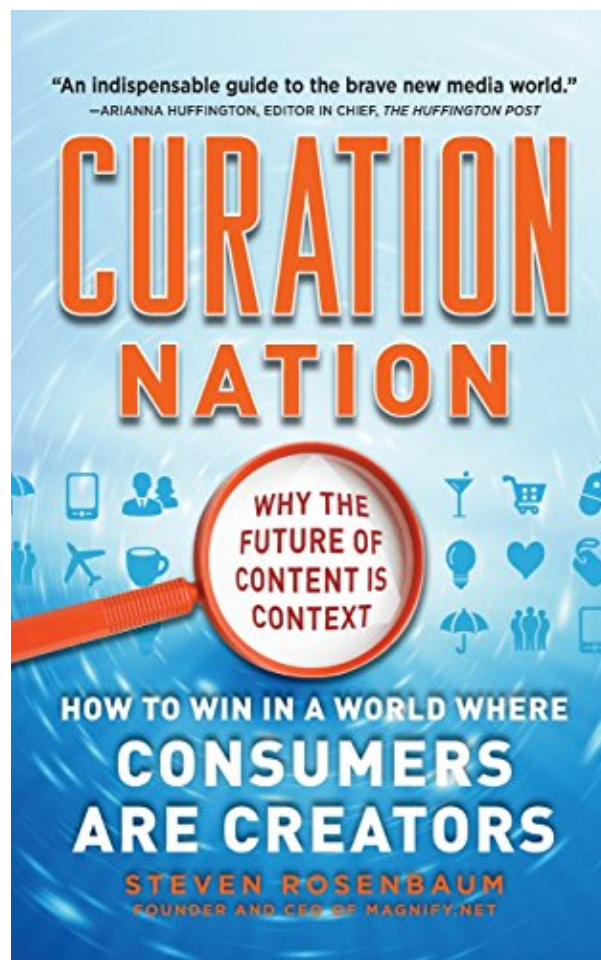


CURATION NATION: HOW TO WIN IN A WORLD WHERE CONSUMERS ARE CREATORS BY STEVEN ROSENBAUM



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"An indispensable guide to the brave new media world."

—ARIANNA HUFFINGTON, EDITOR IN CHIEF, *THE HUFFINGTON POST*

CURATION NATION



WHY THE
FUTURE OF
CONTENT IS
CONTEXT

HOW TO WIN IN A WORLD WHERE
**CONSUMERS
ARE CREATORS**

STEVEN ROSENBAUM
FOUNDER AND CEO OF MAGNIFY.NET

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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.

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Curation Nation: How To Win In A World Where Consumers Are Creators By Steven Rosenbaum. Learning how to have reading habit resembles learning to try for consuming something that you really do not really want. It will need more times to aid. Additionally, it will additionally bit make to serve the food to your mouth as well as swallow it. Well, as reading a book *Curation Nation: How To Win In A World Where Consumers Are Creators By Steven Rosenbaum*, sometimes, if you need to review something for your brand-new jobs, you will really feel so woozy of it. Also it is a publication like *Curation Nation: How To Win In A World Where Consumers Are Creators By Steven Rosenbaum*; it will make you really feel so bad.

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PDF

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.

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Most helpful customer reviews

73 of 81 people found the following review helpful.

Curation Nation needs some Curation

By K. Evans

Curation Nation could use some curation itself. The book contains a lot of information, but it doesn't really say anything. The first 100 pages summary: there is a lot of crap on the Internet and it needs to be curated... I know that already, that's why I bought your book!

It goes on to profile different acts of curation such as the Huffington Post, aggregation through twitter, blogging, etc. Nothing really jaw dropping. Don't expect a unique insight here. Chapter 4 says don't piss off your consumers with crappy customer service because they have a voice now...this book was published in 2011 right? Do people/companies not know this by now? Did we really need a whole chapter on this?

The book's plea is "attention is the new economy." I partly agree with this, but don't expect this book to give any spectacular information on how to turn that attention into a tangible profit making business. While the book's purpose is not solely making money off of curation, it does suggest more of a "build it and they shall come" strategy hoping for your attention to somehow be monetized later through advertisers. If that floats

your boat, this book may be for you.

Curation Nation contains thoughts from notable figures such as Clay Shirky, Alan Webber, Robert Scoble, Andrew Keen, Seth Godin, Mark Cuban, and others. Unfortunately none of the interviews led you the reader to know where curation is headed...all they know is we need it. Again, I know we need it, that's why I bought this book for some direction and to help make sense of it all. Ughhh

Alan Webber perhaps gives the best quote from the book: "Nobody has figured out a killer model of what exactly is exciting about a wonderfully produced movie, magazine, book, or record. Creating unique, memorable content isn't a formula -it's a happy accident. In the same way publishers struggle to figure out curation, there will be few leaders and lots of followers searching for the future economic model for content."

Curation Nation is for the lowest common denominator who are absolutely clueless that there is too much unfiltered information online and that it needs to be sorted. It will fill you in, provide you with a history of how we got here (unnecessary to the book) and where we currently are with no breathtaking insights. You'll get a bunch of information, but again, the book doesn't say much other than we need curation.

With the text being 259 Pages, it could have been cut AT LEAST in half. The future of curation fascinates me very much and I wanted to like this book. I expected this book to be GREAT judging by all the big name endorsements...but sadly I was let down.

P.S. If you happen to stumble across this book in the bookstore, just skip to the conclusion...you'll get all you need to know about the book saving you time in our limited "attention based economy."

31 of 36 people found the following review helpful.

Justification Nation

By David Bowers

I'd like to start by saying that the author clearly has a passion and vast knowledge of the subject. He is the right author for a book on curation and has a lot of great contacts to source information from. However...

Curation Nation starts in an odd fashion, even by just looking at the cover. This book has two tag lines - "Why The Future of Content is Context" and "How to Win in a World Where Consumers are Creators". The most apt title title is the first. It is a 'why' book. But the reason you'd buy this book and the larger weighted subtitle is the second, which really isn't accurate at all. This is not a how to book, Steven even says so in reply to a review here on Amazon... "But it's not a how-to book".

The book falls foul of it's own subject. The book is poorly organised. The first quarter moves rapidly from introduction, to customer service, to how-to then general social media information. The rest of the book is just variations of 'Curation is important'. Which it is, but I'd suggest many of the actions Steve calls Curation (which involves adding value) are not.

The most interesting chapter is 'tools and techniques', but it is short and low on information. An opportunity to get the new curator started is lost as the book goes on to feature famous old media person after famous old media person who bought their way into new media.

Steven then goes on to attack search. "Search is broken. It's over. Done. Gone". Yet the examples he provides makes little sense. Why is it even in the book? Is search really considered a threat?

The book is also full of grammatical and spelling errors, the type of which a spell checker wouldn't pick up but a proof reader would have. Very odd.

I feel sad to give this only 2 stars considering the passion that went into it. This could have been a really good book had it focused on the 'how-to' and provided people the tools and techniques to get going. Instead it's just convincing readers of something they already know.

14 of 15 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.

See all 26 customer reviews...

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