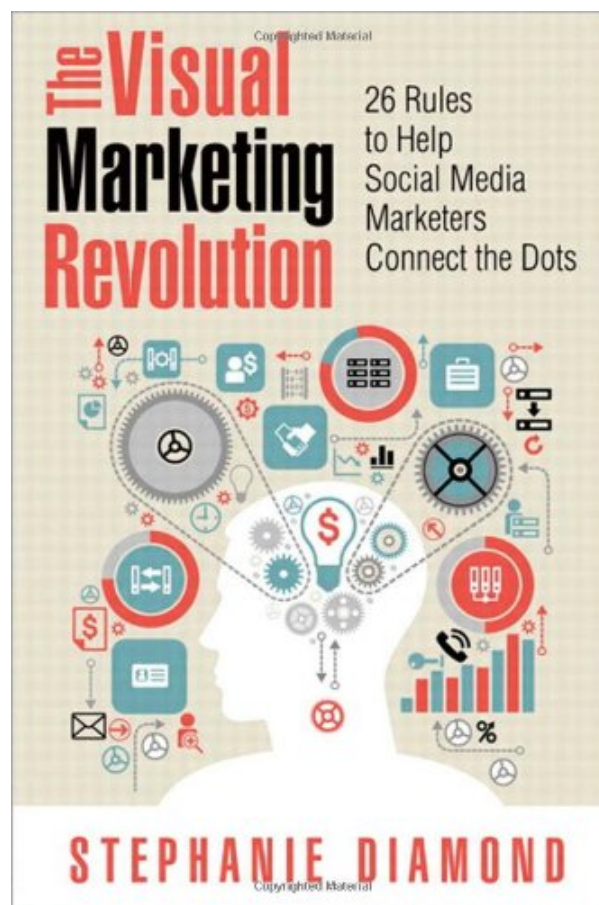
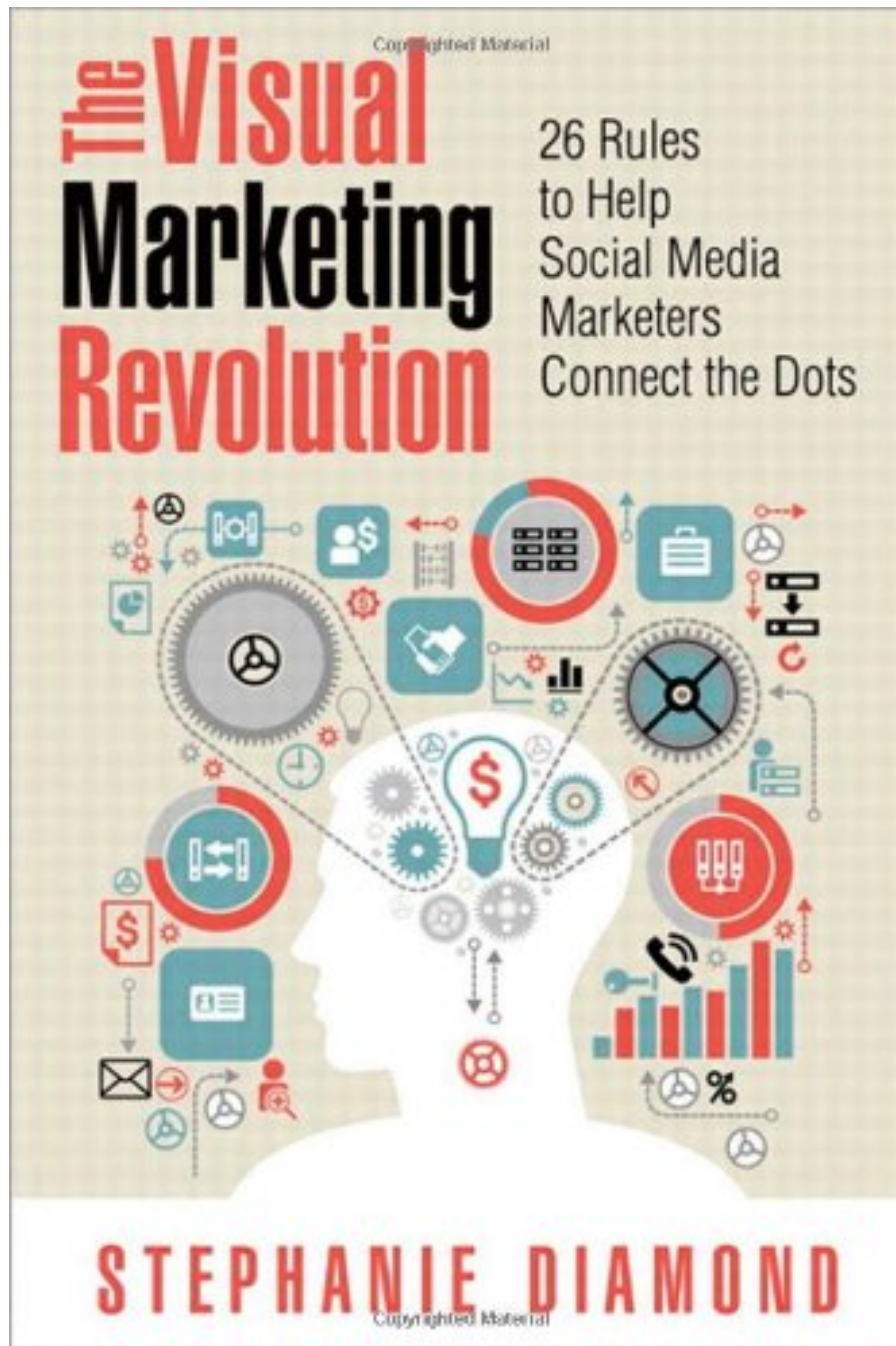


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## About the Author

Stephanie Diamond is a thought leader and management marketing professional with 20-plus years of experience in building profits in more than 75 different industries. She has worked with solopreneurs, small-business owners, and multibillion-dollar corporations. As a best-selling author, she has written six business books, including *Social Media Marketing for Dummies* and *Social CRM for Dummies*.

She worked for eight years as a Marketing Director at AOL. When she joined, there were fewer than 1 million subscribers. When she left in 2002, there were 36 million. While at AOL, she developed a highly successful line of multimedia products that brought in an annual \$40 million in incremental revenue.

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- Think visually to solve marketing challenges text can't handle
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- Guide prospects on a visual journey they simply must follow
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- Clear away obstacles to action with infographics, checklists, and worksheets
- Add visuals to deepen engagement on Facebook, Twitter, Pinterest, and Google+
- Create outstanding low-cost video for marketing and tutorials
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- Published on: 2013-05-26
- Original language: English
- Number of items: 1
- Dimensions: 9.13" h x .74" w x 6.94" l, 1.50 pounds
- Binding: Paperback
- 368 pages

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Most helpful customer reviews

4 of 4 people found the following review helpful.

**THIS Is An Awesome Book!**

By Amazon Customer

I don't write many reviews, but I've got to say, I really am impressed with this book, not only with the style and approach taken (tons of maps, graphics, screenshots, and lots of bullet points), but the amount of high-quality ideas that have been packed into it is amazing!

The author's passion and expertise for the topic of visual marketing really shines through in every chapter (all 26 rules).

Highly recommended!

2 of 2 people found the following review helpful.

**Step-by-Step Guide to Visual Marketing and Social Media Success**

By Roger C. Parker

I've been spending a lot of time lately with *The Visual Marketing Revolution: 26 rules to Help Social Media Marketers Connect the Dots*. It's the first practical guide for "everyday marketers" I've seen.

It delivers the combination of perspective and detail that I've been looking for.

Often, visual marketing books provide such a high-level view of the principles that it's difficult to relate the ideas to my own marketing needs.

On the other hand, many visual marketing books focus so much on specific examples that they neglect the categories--or specific social media--where visual marketing can be profitably employed.

*The 26 Rules Visual Marketing Revolution* offers the perfect balance. It's four sections (Rules, Tools, Content, and Tactics) proceed from the general to the specific. This helps marketers appreciate the big picture, then proceeds to show how to put ideas into action using email, blogs, and the 8 most popular social media platforms.

Whether you're a newcomer to the world of visual marketing in all its forms, i.e., visual planning, infographics, etc., or an accomplished designer looking for specific ways to put visuals to work for yourself and your clients, you'll find what you're looking for in *The Visual Marketing Revolution*. Lots of ideas and

examples, with no fluff. I'm recommending it to my clients.

2 of 2 people found the following review helpful.

Excellent Book on Marketing Updated for Social Media & Current Trends

By Natalie

Stephanie Diamond takes foundational ideas in marketing and explains them clearly (something I need to review even after studying these principles for the past 8 years) in her book "The Visual Revolution." Then she frames what to do based on the psyche of people now (making connections, using Social Media, visual representation, etc.) in a well laid out plan.

"The Visual Revolution" is a must read, study, use for novices and experts alike. I highly recommend this book.

I was so inspired by Diamond's work and that of Sasha Chua who created a visual review of the book in her blog (<http://sachachua.com/blog/2013/05/visual-book-review-the-visual-marketing-revolution-stephanie-diamond/>), I made a webinar (<http://youtu.be/IB39WeGbDAY>).

This is a sign of an important book when people want to share it in their words, methods, etc.

Melissa Burch

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