



CauseWired: Plugging In, Getting Involved, Changing the World

Tom Watson

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CauseWired: Plugging In, Getting Involved, Changing the World Tom Watson
Now in paperback, an eye-opening guide to the massive societal impact of online social networks

For today's super-wired, always-on, live-life-in-public young Americans, the causes they support define who they are. Societal aspirations have so permeated the "net native" population that causes have become like musical tastes. *CauseWired* illustrates wired causes in action, bringing real-world stories to readers.

- Tracks the massive societal impact on causes of online social networks-from blogs, to video, to the rise of social networks
- Reveals the extraordinary influence of online social networks-in raising money for charity, in changing the political climate and electing candidates, and in raising consciousness for causes

From Facebook causes and campaigns on MySpace, to a raft of new startups and innovative projects like Kiva, Change.org and DonorsChoose, this immensely relevant book delivers actionable research and recommendations to help readers launch their own successful wired social campaigns.

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