



Shareology: How Sharing is Powering the Human Economy

Bryan J Kramer

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Technology continues to evolve and make our lives busier and more complicated, but it can never replace true human connection--our fundamental need to share information, stories, and emotions.

Shareology explores the history, art and science of sharing, and illustrates why sharing is what gives us a unique competitive advantage as individuals and brands. It is meant for **entrepreneurs** and **marketers** who want to make their content more valuable, shareable, and for individuals who want to **understand the power of sharing to grow their personal brand**.

Kramer's best-selling second book, Shareology raced onto the **USA Today's Top 150 Book List** the week of its release, as well as onto **#1 on Amazon** in four categories including **Business & Planning, Strategic Planning, Hot New Releases and Communications**, and **Business Best Sellers Top 25** and **Jack Covert Selects** list on **800 CEO Reads**.

Shareology includes:

- The Shareology Backstory
- Sharing in the Human Economy
- The Importance of Context
- The Human Business Movement
- Sharing: A Sensory Experience
- Timing Is Everything
- Redefining Influencers Inside and Out
- Connections and Conversations
- Creating Shared Experiences
- Social Selling Helping
- What Makes Stuff Worth Sharing
- Brands on Sharing
- The Sharing Future: What's Next?

Bryan Kramer is a renowned global speaker, consultant and trainer. He's also one of the world's foremost leaders in the art and science of sharing, and has been credited with instigating the #H2H human business movement in marketing and social, which was the basis for his first book: **There is No B2B or B2C: It's Human to Human #H2H** ~ another Amazon bestseller.

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Amy Joshi:

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