

## Return on influence: the revolutionary power of Klout, social scoring, and influence marketing

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### Abstrak

Introduction -- The rise of the citizen influencer -- Igniting epidemics -- The roots influence -- Social proof and reciprocity -- The seventh weapon -- Personal influence : the marketer's holy grail -- Klout and the evolution of social influence -- Controversy and turmoil -- The business benefits of social influence -- How to increase your Klout score -- The future of social scoring -- Conclusion social influence : a personal view -  
- Appendices -- Acknowledgements