



Curation Nation: How to Win in a World Where Consumers are Creators

Steven Rosenbaum

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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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Helen Butts:

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