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Jay Baer is the co-author of The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter & More Social. He is social media strategy consultant, and founder of the firm Convince & Convert, that works with leading companies and their agencies on social

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industry, we completely grasp this concept. The NOW Revolution is organized into seven sections - the 7 shifts mentioned in the title. Each shift walks us through the process of becoming social, scalable and sustainable. There are action items, questions, summaries and plenty of additional

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and it's sprinkled with tools to help get
started and case studies that show it can
be done.

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Jay Baer (Author), Amber Naslund
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Here's the mistake I made. I picked up
The Now Revolution by Amber Naslund
and Jay Baer around midnight, thinking I
would just flip through it to get a feel for
the book and then read it this weekend..
So much for a good night's sleep. The
book is built on the premise that the
world has changed and we'd all better
make some shifts in how we do business
to be faster, smarter and more social.

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The world is changing faster than ever,

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and the coronavirus pandemic has
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