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with Roy Saunderson & S. Max Brown every Tuesday at 1:00 et.



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March 15th 2011: The Dragonfly Effect: Using social media to create change

Montreal and New York City, March 14, 2011 – What are the steps to a successful social media campaign? On the next Real Recognition Radio program Jennifer Aaker the co-author of The Dragonfly Effect reveals how everyday people achieve unprecedented results through harnessing the incredible power of social media. A social psychologist and marketer, Jennifer Aaker is the General Atlantic Professor of Marketing at Stanford University's Graduate School of Business. Her research spans time, money and happiness. She states, "Promoting a personal goal is inherently social. To be successful, you m

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Featured Guest



Jennifer Aaker

Jennifer Aaker the co-author of The Dragonfly Effect Named for the only insect able to move in any direction when its four wings are working in concert, The Dragonfly Effect reveals how everyday people achieve unprecedented results through harnessing the incredible power of social media.

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