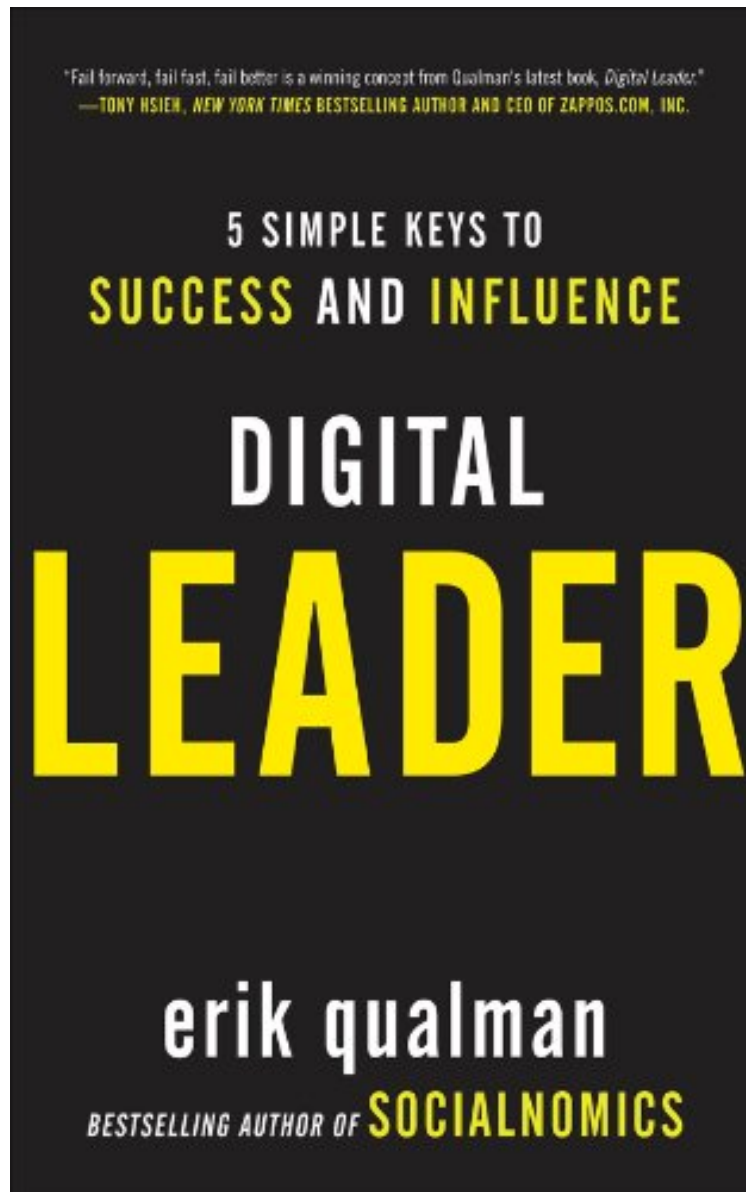


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## Digital Leader: 5 Simple Keys to Success and Influence

*Erik Qualman*

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**Erik Qualman : Digital Leader: 5 Simple Keys to Success and Influence** before purchasing it in order to gage whether or not it would be worth my time, and all praised Digital Leader: 5 Simple Keys to Success and Influence:

0 of 0 people found the following review helpful. College student perspectiveBy Carissa ClaytonThe book "Digital Leader," written by Erik Qualman was a life changing book. Not life changing in the sense that I will forever hold it near and dear, but groundbreaking in that it introduced a new way to look at the world around us, specifically how the digital world has impacted our lives. I found myself thinking to myself "wow these are such

simple things that can actually improve the quality of my life." His ideas about boosting productivity by reducing multitasking were the first ideas that made me reevaluate my habits. I am constantly multitasking, and although I already knew it was taking a toll on my productivity, this book made me think about how much it was actually affecting me. The book also contains lots of statistics on digital use, as well as other interesting tidbits including how many years a person will spend waiting in line. One quote that stuck out to me the most was, "once you accept the fact that you aren't going to get everything done, then you can better address what should get done." — Qualman. This quote is something I try to remind myself of often, especially when it comes to pleasing people. I have always been someone who tries to please everyone and ends up dividing my attention up so much that I don't end up really pleasing anyone. Although this book really is about how to become a better digital leader, there is so much hidden life advice that could be applied to countless situations. Qualman also suggests adjusting one's leadership skills to adapt to today's digital world. He uses the acronym STAMP in order to better explain and lay out the steps to becoming a better digital leader. The acronym, Simple: success is the result of simplification and focus. True: be true to your passion. Act: nothing happens without action—take the first step. Map: goals and visions are needed to get where you want to be. Last but not least, People: success doesn't happen alone. One of the examples he uses to show how STAMP can transform you is Forrest Gump. This may sound a bit strange, but Qualman uses Forest Gump to show that, "anyone can reach his or her dreams; success is truly a choice" (Qualman, 30). A key takeaway from STAMP and Gump is that, "life is uncertain, because of this uncertainty, much of our success depends on the understanding that while we cannot control life's events, we are in absolute control of how we react to them" (Qualman, 30). Overall, I highly recommend Digital Leader to anyone who is looking to simplify their life and learn some great tips on transforming into the best digital leader and digital user that you can be. Qualman does an excellent job at making the book both easy to follow and interesting to read.

1 of 1 people found the following review helpful. A must read for everyone who uses Social Media. By CustomerBought this book a few years ago and it totally changed the way I communicate online. The author addresses some of the most overlooked yet important aspects to always consider before you send out any content on the web. Frankly speaking, this book should be taught in schools and organizations as it can help save people's business and online reputations in unimaginable ways.

0 of 0 people found the following review helpful. Insightful strategies on succeeding in this digital business world! By Ana Maria Lozano The author uses the acronym STAMP to explain and provide insight into the 5 concepts he illustrates throughout the book. This is an excellent read and provides the reader with solid, real, practical, invaluable strategies on how to tackle and succeed in this digitally connected business world.

Digital Leaders are Made — Not Born "Fail forward, fail fast, fail better is a winning concept from Qualman's latest book, Digital Leader." -- Tony Hsieh, New York Times bestselling author and CEO of Zappos.com, Inc. "People with a passion for something can be infectious. It's obvious that Erik Qualman's passion is social media." -- Dan Heath, New York Times bestselling author of Made to Stick and Switch "Qualman is to social media what Deming is to quality and Drucker to management." -- Scott Galloway, professor, Stern School of Business, NYU "Erik Qualman is a Digital Dale Carnegie." -- Todd Young, CEO, ProspX About the Book: "Digital footprints are what we post about ourselves. Digital shadows are what others upload about us. Collectively, they have changed the world forever. As leaders and future leaders we need to adapt to this new world." -- from Digital Leader Digital leaders are made, not born--you have it within you to become an effective digital leader. As a leader in the digital age, your reach is boundless. With advanced technologies, you can exert more direct and indirect influence than ever before--anywhere at any time. And everything you do, fail to do, and wish you didn't do is documented forever in the digital universe. Digital Leader explains how to take full advantage of everything the digital age has to offer, while avoiding common pitfalls that can damage your "digital legacy." Bestselling author Erik Qualman explains what modern leadership means and describes how to be an effective leader in the digital world. In order to succeed, you need to adjust your leadership skills to adapt to today's digitally open world--and you need to start today. Qualman breaks the process down into five powerful truths you can use to establish your leadership "stamp": Simple: success is the result of simplification and focus True: be true to your passion Act: nothing happens without action--take the first step Map: goals and visions are needed to get where you want to be People: success doesn't happen alone Basing his conclusions on a wide range of research and resources, Qualman provides an abundance of real-world examples and tips to help you create a path to success while leading others to achieve their best.