

# The Social Organism: A Radical Understanding of Social Media to Transform Your Business and Life



A groundbreaking book that illuminates how social media functions on a global scale, how human culture is evolving with it, and how we can master digital content for good and for profit. The cofounder of three multi-million-dollar start-ups, Oliver Lockett is frequently asked to speak on social media's impact. But how, he used to wonder, could he best describe the interactions of millions of users, a complicated system of human connections? One day, while hiking through Joshua Tree National Park, Lockett had a flashback to his days as a microbiology lab rat--and an epiphany: social media is an organism, a living, breathing, evolving creature. Lockett and Casey deliver a revolutionary theory of social networks, showing--to an astonishing degree--how they mimic biological life. By examining cells, viruses, and other microbiological functions, we can master social media in both business and in life.

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