



AT THE BEGINNING of the year, the editorial staff again decided that the November issue of Brilliant Results would focus on trends. As this issue goes to press the one trend that stands out from all the rest is the impact of social media in the lives of the citizens of the world.

Social media is changing the world and the way business is done.

We have witnessed the power of social media during the 'Arab Spring' as the political systems of entire countries were changed before the eyes of the world through social media channels.

Every day people are communicating their experiences with various businesses over social media networks and by posting video comments on the Internet. Savvy businesses are now making interaction on the social media plain a part of their overall marketing strategy because this powerful new player will not be ignored. That point was certainly driven home to United Airlines when a video on YouTube about their response to a broken guitar garnered over 11 million hits and counting. Outreach potential of that magnitude demands attention by companies that want to prosper in this new era.

The digital world is also having an impact on the world of publishing, major publishers from Hearst to Ziff Davis have launched new digital strategies from traditional websites, to mobile websites, to tablets and digital editions. Magazines are experiencing a rapid conversion from print to digital editions. As a result of this tidal change in the publishing world, we at Brilliant Results are also focused on growing our digital and social impact in the coming year. As you prepare for the holiday season and the dust settles on my home rebuilding efforts, we at Brilliant Results will be working to bring you more content over this exciting new medium.

...As always remember to...

Have a Brilliant Day!

A handwritten signature in black ink, appearing to read 'Maureen Williams', written in a cursive style.

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