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### **Clout The Art And Science**

Clout The Art and Science of Influential Web Content. The Book Compelling content isn't easy, but it's the only way to influence online. This top-selling book will guide you through planning, creating, and evaluating content with impact.

### **Clout - Content Science**

Start your review of Clout: The Art and Science of Influential Web Content. Write a review. Dec 14, 2010 Craig Oliver rated it it was amazing. As a web developer, I don't get very close to the content. In fact, over the years, I've become blind to it when coding clients' websites.

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## Colleen Jones

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Among the books I picked up is Colleen Jone's Clout: The Art and Science of Influential Web Content. This book started well: an interesting combination of marketing, psychology and rhetoric. However, as soon we hit the later chapters, it becomes too practical and superficial for my tastes.

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Clout explains the key principles of influence and how to apply them to web content. Along the way, ... Learn 8 principles for influence from the art of rhetoric and the science of psychology. Find out what context is and why it's so important to influence.

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## **Jones, Clout: The Art and Science of Influential Web ...**

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Colleen Jones' new book, Clout, could have been called "The Internet is Not Magic."The book, which is actually about the art and science of influential web content, is straightforward and ...

## **Book Review: Clout: The Art & Science of Influential Web ...**

CLOUT: THE ART AND SCIENCE OF INFLUENTIAL WEB CONTENT deserves a place on not only computer shelves but in many a business library, explaining the key principles of achieving influence and how to apply these ideas to web content.

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Credibility, persuasion, and influence are important characteristics of successful personal relationships and business. They are also important to creating effective web content, says Colleen Jones, regular contributor to UXmatters, principal and founder of Content Science, and now author of her first book titled, Clout: the Art and Science of Influential Web Content.

## **Book Review of Clout: The Art and Science of Influential ...**

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