

Social Networking Thought-Leaders Converge to Form "Link to Your World"

The emerging space of social media is provoking growing interest and investments from brands, institutions, governments, organizations, corporations, and individuals. The convergence of social media technologies has much of the end user market confused and frustrated by the proliferation of offerings and the rapidity of change. Many are trying to establish sound strategies and product offerings that create a long tail of value in the face of constant evolution and confluence.

September 1, 2007 (FPRC) -- Four industry thought leaders in the social media and social networking space have recognized the need for sound advice and strategic products and services to serve ubiquitous market needs and demand.

Scott Allen, Jay Deragon, Margaret Orem and Tia Carr Williams have formed a collaborative organization called "Link to Your World" whose vision is to contribute to the edification, integrity and efficiency of the social networking space.

In this social networking space, there is the genesis of a new economy—The Relationship Economy. The Relationship Economy is defined by the thought-leaders as: the people or things we are connected with or have an association to which distribute or consume our capital, which in turn influences our individual product outputs.

Link to Your World is designed to address these rapid changes. It will identify the issues and solutions surrounding The Relationship Economy, develop all digital assets in the social media sector, and support, mentor, and enable individuals and entities to leverage the constant changes.

"This turbulent and disruptive field is experiencing exponential uptake around the world, with people seeking education and clarity about how best to engage and develop with converging technology as well as chart a clear route to navigate the different networks," said Tia Carr Williams, Managing Partner, Research & Development.

Link to Your World is the foremost collaborative association of professionals specializing in the systemic shifts of the emerging social networking space.

"These shifts are causing disruptive reactions from the traditional market and our aim is to help organizations better frame their intents and value added contributions to this dynamic space," said Jay Deragon, Managing Partner, Strategy.

Scott Allen, Managing Partner, Market Development states that "The Mission of Link to Your World is to help its clients minimize learning curves and enable them and their organizations to be established leaders within their chosen markets by leveraging the mediums of social networks."

Link to Your World's professional services are specifically aimed at social media and networking. It will provide the specific products and services that create the highest value for its clients including research, publications, educational programs, technological developments, and consulting services.

"We are a 'Virtual Organization' defining the market need for servicing enterprises and organizations who seek expert advice and guidance in this evolving market," Margaret Orem, Managing Partner, said.

"Employment recruiters and application developers have dominated much of the market. We see the market expanding quickly into user-generated economic opportunities and our research shows a series of factors that anyone serious about being a leader in this space should consider before launching any initiative," said Orem.

Link to Your World's first product release is a research report facilitated through Mind Commerce titled "The Relationship Economy."

The report covers an initial 20 factors that are shaping the space and a framework for using the factors for the purposes of developing logic-based plans by market segments. To view a summary of the report content go to mindcommerce.com/Publications/Relationship_Economy.php

Adam J. Kovitz, Executive Director of The Relationship Networking Industry Association and CEO, Founder and Publisher of The National Networker says, "This is the A team of the industry and each brings unique perspectives, talents and a significant network of resources in the social networking space.

"Their research will provide the basis for sound planning and insightful gains to those that use it effectively," Kovitz said. "I am very pleased to support their efforts to deliver breakthrough value to industry, media, institutions, governments and individuals. Link to Your World certainly holds the promise of being one of the predominant voices of the new Relationship Economy."

When asked how Link To Your World will bring value, noted author and forecaster Jack Myers said, "Virtual worlds and social networks represent the intersection of technology and humanity, and a deeper understanding of this intersection will be essential for future consumer and business-to-business strategic market planning."

Myers' publications are recognized as "The Voice of the Media and Advertising Market."

Link To Your World also has several educational initiatives underway and is partnering with emerging technology firms to release the next generation of mediums for market enhancements and user satisfaction aimed at broadcast media.

We believe that the breakthrough opportunity is to enable users of social networks economic opportunities for their content, and we have the solutions.

For more information concerning Link to Your World, please contact Margaret Orem, Managing Partner of Operations at margaret.orem@linktoyourworld.com .

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About Mind Commerce:

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