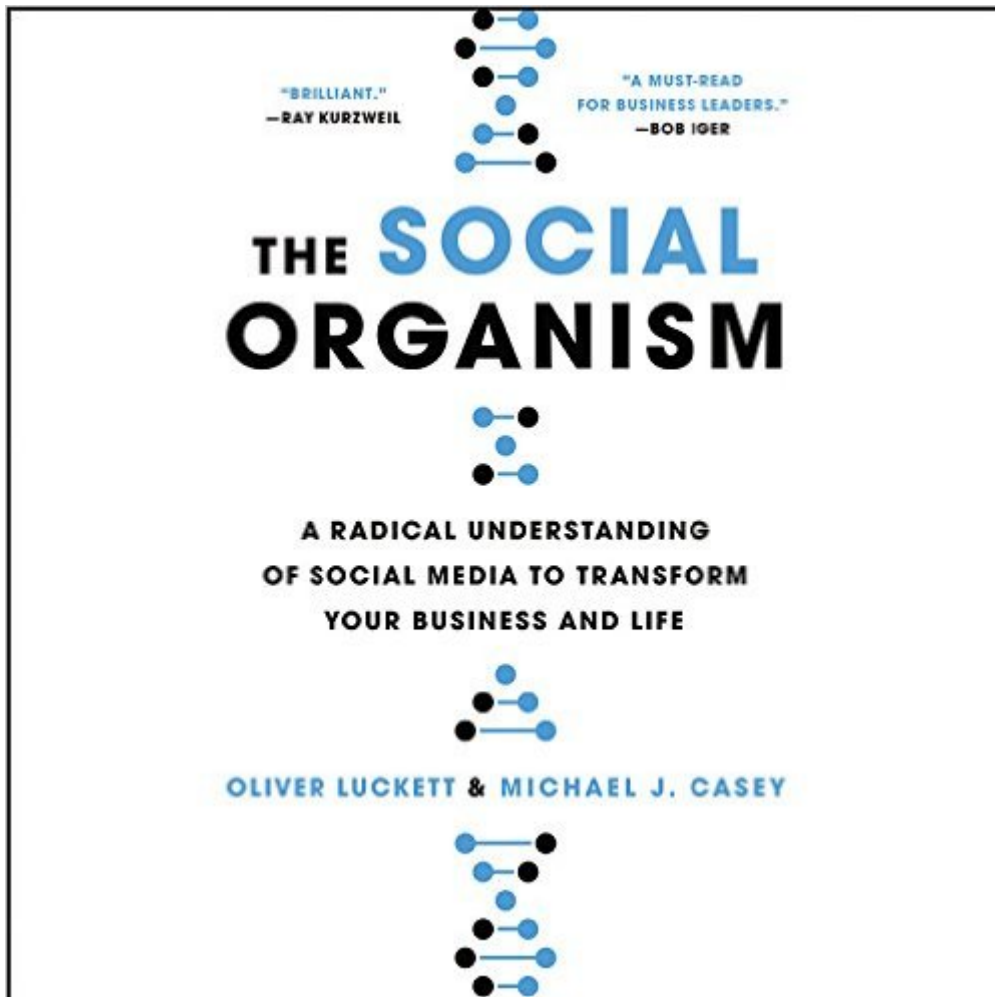


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# The Social Organism: A Radical Understanding Of Social Media To Transform Your Business And Life



## Synopsis

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 microbiological functions, we can master social media in both business and in life.

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