

## **Myra Norton Featured in a Recently Published Book**

Community Analytics' CEO contributes to a book on Online Networking

BALTIMORE (July 2009) - Myra Norton, CEO at Community Analytics, is featured among an elite group of social networking experts and entrepreneurs in the new book, *Design and Launch an Online Social Networking Business in a Week* (Entrepreneur Press, June 2009) by Entrepreneur Press and Julien Sharp.

*Design and Launch an Online Social Networking Business in a Week* provides quick and easy technology solutions, step-by-step guidance, and priceless industry tips and tricks to help aspiring entrepreneurs turn one of today's latest social and online business trends into their very own profit center. In just one week, new "webpreneurs" learn how to build an online community website, develop content, generate traffic and membership, build advertising and other revenue streams, and more, for their very own networking business.

"Because of the experience and insight shared by, in my eyes, some of today's top social networking professionals and entrepreneurs, *Design and Launch an Online Social Networking Business in a Week* details everything that any aspiring online entrepreneur must know and do to get an online networking business designed and up and running," comments Sharp.

In the publication, Norton describes the benefit of capitalizing on relationships that already exist as a way to bring people into an online network. She shares insight into how providing face-to-face networking opportunities to an online network can greatly enhance the network's value and relevancy to its members.

Norton is also featured in the chapter on launching online networks for businesses. She describes the advantages of conducting Organizational Network Analysis (ONA) for any size business: "Organizational Network Analysis looks not only at the internal dynamics, but also the impact that each person's personal network (both inside and outside of the company) brings to bear on the success of the organization."

#####

### **About Community Analytics:**

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

*For more information about Community Analytics", please contact:  
Jon Farley | [jfarley@comlytics.com](mailto:jfarley@comlytics.com) | 443.263.4222*

[www.communityanalytics.com](http://www.communityanalytics.com)



**About Julien Sharp:**

Julien Sharp, founder of **Stylo Creative Communications**, is a writer, social media marketing professional, and business communications consultant with years of entrepreneurial and consulting experience. Her work has appeared in national and international publications. Julien is a contributing author to the latest in the best-selling Masters series by Ivan Misner, PhD and Don Morgan, MA, *MASTERS OF SALES: Secrets From Top Sales Professionals That Will Transform You Into A World Class Salesperson* (Entrepreneur Press, September 2007). Her first solo title is *Design and Launch an Online Networking Business in a Week*.

**About Entrepreneur Press:**

Entrepreneur Press is the book-publishing division of Entrepreneur Media, Inc. Entrepreneur Media Inc. is the premier content provider for and about entrepreneurs. *Entrepreneur*, their magazine for the small and midsize business community, continues to be the definitive guide to all the diverse challenges of business ownership. Entrepreneur Press publishes the books that turn entrepreneurial skills into business success.

*For more information about Community Analytics™, please contact:  
Jon Farley | [jfarleyr@comlytics.com](mailto:jfarleyr@comlytics.com) | 443.263.4222*