

## For Immediate Release

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## ***ForeWord Reviews* Announces Book of the Year Awards**



***Face2Face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections* Wins Honorable Mention Award in 2012 *ForeWord Reviews*' "Business and Economics" Category**

July 10, 2013—*ForeWord Reviews* is pleased to announce the winners of the 2012 Book of the Year Awards. Representing more than 600 publishers, the winners were selected after months of deliberation from 1,300 entries in 62 categories. The winners exemplify the best work coming from today's independent, academic, and small press communities.

Gold, Silver, and Bronze awards, as well as Editor's Choice Prizes for Fiction and Nonfiction, were determined by a panel of librarians and booksellers, and announced at a special program at the American Library Association Annual Conference in Chicago on June 28, 2013. *Face2Face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections* by David Lee King won the Honorable Mention Award in the category of Business and Economics.

In *Face2Face*, David Lee King presents a practical guide for any organization that aspires to create deep, direct, and rewarding relationships with their customers. King goes beyond the world of Facebook and Twitter, and effectively demonstrates the use a broader range of web tools, such as blogs, videos, photos, location services, and more. The book features tips on how to measure your success, being authentic online, and how to make your blog human, and offers an appendix of referenced website and social media services.

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**David Lee King** is the digital services director at the Topeka & Shawnee County (Kansas) Public Library, where he plans, implements, and experiments with emerging technology trends. He has spoken at information industry events internationally about emerging tech trends, website usability and management, digital experience design and planning, and managing tech staff. He has been published in numerous library industry journals and, with Michael Porter, writes the “Outside/In” column in *American Libraries* magazine. King is the chair of the board of directors for the Information Network of Kansas, and *Library Journal* named him a “Mover & Shaker” for 2008.

*Face2Face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections* (216 pp/softbound/\$24.95/ISBN 978-0-910965-99-6) is a CyberAge book published by Information Today, Inc. (ITI). It is available wherever books and ebooks are sold through Independent Publishers Group (IPG), [www.ipgbook.com](http://www.ipgbook.com). For more information or to order call (800) 300-9868 [outside U.S. call (609) 654-6266]; fax (609) 654-4309; email [custserv@infotoday.com](mailto:custserv@infotoday.com); or visit the ITI website at [infotoday.com](http://infotoday.com).

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