

# Brian Solis

## Quotes

*Media, People, Marketing, Social Media, Technology, Voice, Digital, Landscape,  
Consumers, Attention, Brands, Expectations, Engagement, Giving, Distance,  
Dots, Knows, Collaboration, Want, Sociology*

Information overload is a symptom of our desire to not focus on what's important. It is a choice.

~Brian Solis

The more we remember that we are part of the networks as human beings, the more we can act as human beings and not as corporate functions.

~Brian Solis

Effective engagement is inspired by the empathy that develops simply by being human.

~Brian Solis

To succeed in the business of the future we have to become the very people we are trying to reach

~Brian Solis

Please repeat: influence is not popularity.

~Brian Solis

Social media is less about technology and more about anthropology, sociology, and ethnography.

~Brian Solis

The distance between who i am and who i want to be is separated only by my actions and words.

~Brian Solis

Social media is about sociology and psychology more then technology.

~Brian Solis

Attention is a precious commodity.

~Brian Solis

Experiences are everything. And businesses must create experiences that mean something. If necessity is the mother of invention, then vision is the father of innovation.

~Brian Solis

It's not business to consumer, it's not business to business, it's people to people

~Brian Solis

We cannot measure, what it is we do not know to value.

~Brian Solis

The bottom line is that people are seeking answers and direction, not messages or sales pitches.

~Brian Solis

The good thing about social media is it gives everyone a voice. The bad thing is that it gives everyone a voice.

~Brian Solis

Brands are no longer created; they are co-created.

~Brian Solis

Don't compete for the moment, compete for the future.

~Brian Solis

We live in a time where brands are people and people are brands.

~Brian Solis

How do you become a thought leader? It starts with \*being\* a thought leader and then connecting the dots back to you.

~Brian Solis

People align with movements they can believe in, and it is the human,

intellectual, and financial investment in genuine content that defines experiences.

~Brian Solis

It is only by walking in the digital footsteps of your customer that you can uncover a new landscape of opportunities for engagement as well as a new reality for your business.

~Brian Solis

Welcome to a new era of marketing and service in which your brand is defined by those who experience it.

~Brian Solis

Actions speak louder than words. Businesses must act. Once the door to social consciousness is opened, bring the spirit of your company through it to affect change.

~Brian Solis

In the digital space, attention is a currency. We earn it. We spend it

~Brian Solis

The landscape for business isn't changing because of social media, it's changing because consumer expectations are evolving.

~Brian Solis

The future of marketing is not about technology

~Brian Solis

Experiences shape experiences.

~Brian Solis

The next 10 years are either going to happen to us, or because of us.

~Brian Solis

While creating a social brand is a necessary endeavor, building a social business is an investment...

~Brian Solis

Perspective is a gift nowadays.

~Brian Solis

To understand the mindset of the connected consumer, one must realize that everything begins with search and intent.

~Brian Solis

Social Media is much bigger than we give it credit for. It's not just about PR or just about marketing.

~Brian Solis

The new social landscape is rich with emotion.

~Brian Solis

Social media is not owned by marketing.

~Brian Solis

Digital Darwinism is already changing the landscape of business.

~Brian Solis

Twitter is your window to relevance , but Facebook is your home page for the Social Web

~Brian Solis

Twitter represents a collective collaboration that manifests our ability to unconsciously connect kindred voices through the experiences that move us. As such, Twitter is a human seismograph.

~Brian Solis

Twitter is a human seismograph

~Brian Solis

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