

Preface

Thank you for giving this book a chance. If you are reading this, you are at least thinking about picking up a copy. If you do, you are probably going to find something wrong with it despite my best efforts; nevertheless, I believe you will also find it an enjoyable way to spend a few evenings/weekends or commutes to and from work. Best of all, you will probably learn a few things along the line.

This book grew out of an introduction to social media assessment and benchmarking problems presented in various chapters previously published elsewhere. During our work and research at CyTRAP Labs GmbH, I began to develop a template for doing a social media audit, which evolved and became part of our *CyTRAP Social Media Audit Toolkit (CySoMAT)*. We use CySoMAT to assess all social media activities, whether our own or those of our clients.

This work would not have been possible without the support of several people. I would like to thank all my colleagues, both near and far. Special thanks to Bryan Peters, Freydon Badri, and Christiane Stückelberger for acting as sounding boards, offering thoughtful suggestions, encouraging me to write down my thoughts, and being great colleagues and friends.

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Finally, thanks to my wife, Verena, for putting up with my many quirks and long hours, particularly during the writing of this book.

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