



Working the Crowd: Social media marketing for business

Eileen Brown

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Engaging with social media such as Facebook and Twitter is now a key part of global business communications. Blogs, social networking and social news sites have become the new tools for effective marketing and sales. This book is an excellent resource for anyone planning a social media strategy or campaign. It includes: sites and blogs for networking; social media brands and reputation; legal issues. This new edition covers the latest thinking, practices and technology such as Google+.

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