

The Social Media Bible Tactics Tools And Strategies For Business Success Lon Safko

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The Social Media Bible Tactics

The book The Social Media Bible: Tactics, Tools and Strategies for Business Success by Lon Safko and David K. Brake is a comprehensive resource of all types of social media. I purchased this book a while ago because it got excellent reviews on Amazon, and never really had a chance to read it.

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The Social Media Bible, with its informative and tactical approach, provides an easy-to-follow road map for how to do social media right." — Todd Simon, Senior Vice President, Omaha Steaks The Social Media Bible, Third Edition delivers the most comprehensive single resource available for marketing in the social media universe.

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The Social Media Bible: Tactics, Tools, and Strategies for Business Success. Hoboken, N.J.: John Wiley & Sons, 2009. Print. Note! Citation formats are based on standards as of July 2010. Citations contain only title, author, edition, publisher, and year published. Citations should be used as a guideline and should be double checked for accuracy.

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Buy The Social Media Bible: Tactics, Tools & Strategies ...

I give The Social Media Bible "5 stars" for these reasons: 1. If you have been looking for a nontechnical compilation of information about social media, The Social Media Bible provides that. 2. If you want a book that offers a context within which you can get an overview of and think about how to use social media, the SMB does that too. 3.

Amazon.com: Customer reviews: The Social Media Bible ...

There are 43 chapters split into three different sections: (1) Background basics & tactics, (2) Tools, & (3) Strategy. The chapters in the first part provide an introduction and framework regarding the book. The numerous chapters in the second part cover 100+ social media tools.

The Social Media Bible

The social media bible by Lon Safko. Publication date 2009 Topics Internet marketing, Social media -- Economic aspects, Online social networks -- Economic aspects, Electronic commerce Publisher John Wiley & Sons Collection inlibrary; printdisabled; internetarchivebooks; china Digitizing sponsor

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