



Learn Marketing with Social Media in 7 Days: Master Facebook, LinkedIn and Twitter for Business

By Linda Coles

John Wiley Sons Australia Ltd, Australia, 2011. Paperback. Book Condition: New. 206 x 137 mm. Language: English . Brand New Book. Discover how to use social media to give your business an unbeatable competitive edge in no time! Written by an internationally renowned social media guru, Learn Marketing with Social Media in 7 Days supplies you with the knowledge and tools needed to use Twitter, LinkedIn, Facebook, YouTube and other popular social media platforms to grow your business. Geared towards small business owners and entrepreneurs, it provides step-by-step guidance on creating low-cost, high-impact online marketing strategies that really work. You'll learn how to create an effective social media presence for your business, measure the fruits of your efforts, and maintain your social media sites in just thirty minutes a day. Supported by practical information, templates and case studies, this book is for savvy business owners and managers who want to understand their customers better, improve their business networks, and gain an unbeatable competitive edge online. * Packed with valuable tips, tricks, and time-saving shortcuts, this is essential reading for anyone looking to quickly and easily build a business presence online * Build and maintain effective relationships online in thirty...



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