



Social Media Playbook for Business: Reaching Your Online Community with Twitter, Facebook, LinkedIn, and More

Tom Funk

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This practical guide can help any business or organization make sense of the social media buzz and build a successful online community.

- Offers in-depth, how-to advice on the four major social media platforms of interest to most businesses and explores corporate blogging
- Shares both social media success stories and cautionary examples of real-world social media efforts gone awry
- Explores the future of social media marketing

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