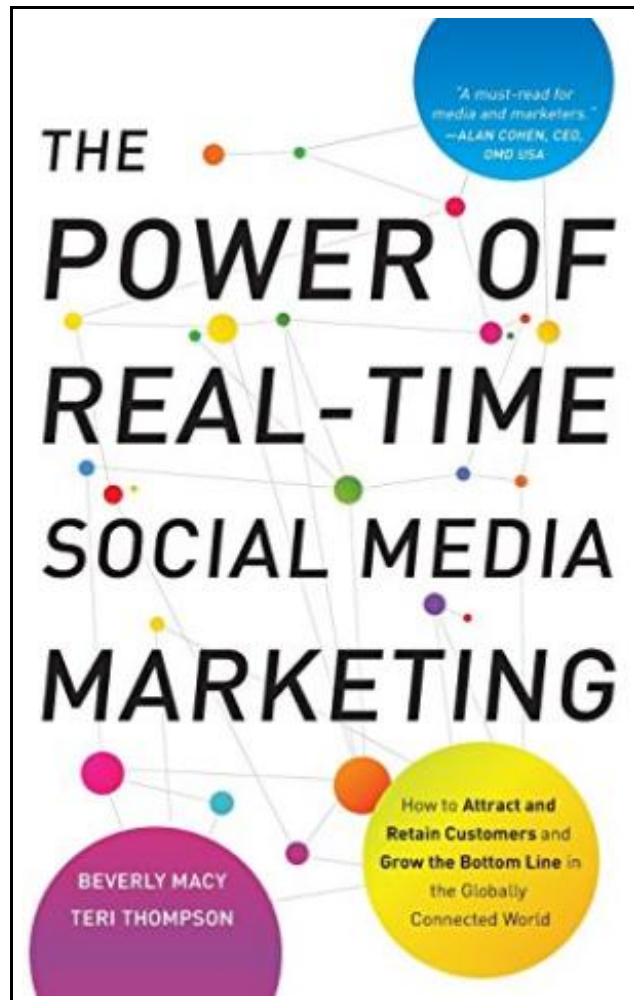


The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World



Filesize: 4.09 MB

Reviews

This published publication is fantastic. it had been writtern very perfectly and useful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Junius Herman)

THE POWER OF REAL-TIME SOCIAL MEDIA MARKETING: HOW TO ATTRACT AND RETAIN CUSTOMERS AND GROW THE BOTTOM LINE IN THE GLOBALLY CONNECTED WORLD



McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World, Teri Thompson, Beverly Macy, This title offers today's hottest trends for on-the-spot marketing! "A must read for media and marketers." (Alan Cohen, CEO, OMD USA). "What do fish tacos, data storage, and disaster relief all have in common? Each has harnessed the power of marketing that amplifies via the real-time social web. These and many other case studies are part of this engaging new book that details strategies for marketers to understand, evolve, and profit in the social age." (John Gerzema, Chief Insights Officer, Young & Rubicam, and coauthor of "Spend Shift"). "Understanding what's possible and how to use social media will be essential for every marketer; this book will hold your hand in this brave new world." (John Miller, CMO, NBC Universal TV Group). "Like it or not, social media is here to stay. It needs to be understood, managed, and harnessed. This book tells you how. Read it!" (Zhihang Chi, Ph.D., Vice President and General Manager, North America, Air China Limited). "Beverly Macy is a true innovator and thought leader in the field of social media marketing." (Cathy Sandeen, Ph.D., MBA, Dean, UCLA Extension, University of California Los Angeles). About the Book: In an era when information travels at phenomenal speed along the "real-time Web," a brand can explode into popular culture overnight - and die just as quickly. As a marketer, how can you stay ahead of the curve? How do you control the chaos? Two words: Social Media. With "The Power of Real-Time Social Media Marketing", you'll learn how to take advantage of today's "fluid" business environment and develop innovative ways to meet...

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