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Altri autori (Persone)	GrovesSteven DimosJerry
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Sommario/riassunto	How to Improve the Return on Your Social Marketing Investment This book more than adequately covers this increasingly important topic, as social media begins to take its rightful place on the center stage of not just marketing but a number of business disciplines. ROI of Social Media is an excellent analysis of the current landscape. I cannot recall any book that singularly tackles ROI at this level, most media books simply give a passing reference or chapter on ROI, this is the first comprehensive study. - Larry Weber, Founder and chairman of W2 Group, Formerly of Weber

