

| | |
|-------------------------|--|
| 1. Record Nr. | UNINA9910452387303321 |
| Autore | Korhan Jeff <1957-> |
| Titolo | Built in social [[electronic resource]] : essential social marketing practices for every small business // Jeff Korhan |
| Pubbl/distr/stampa | Hoboken, : Wiley, 2013 |
| ISBN | 1-118-63179-X 1-299-40250-X 1-118-63189-7 |
| Edizione | [1st edition] |
| Descrizione fisica | 1 online resource (226 p.) |
| Disciplina | 658.8/72 |
| Soggetti | Social marketing Small business Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Preface -- Introduction -- Attraction : your essential content marketing strategy -- How the social web works -- Designing your business around social -- Every business is now a media company -- Engagement : social networking and marketing -- Communities are the new markets. |
| Sommario/riassunto | How to redesign your business for social relevance and profitable success Marketing today is driven by the customer. The old mindset was finding customers for your products and services. The new one is collaborating with the customers whose trust you have earned to develop better products and services for them. Businesses that succeed today acknowledge that they are in shared relationships with customers, employees, and other influencers in the community-even competitors. Built-In Social provides a step-by-step approach to building a business channel that aligns your business w |