

1. Record Nr.	UNINA9910459808603321
Autore	Barry Jim.
Titolo	Social content marketing for entrepreneurs // Jim Barry
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-63157-213-X
Edizione	[First edition.]
Descrizione fisica	1 online resource (322 p.)
Collana	Digital and social media marketing and advertising collection, , 2333-8830
Disciplina	659.144
Soggetti	Internet advertising Online social networks Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part 1. Getting audiences to TALK -- 1. Educating targets with TRUSTED content -- 2. Escorting prospects with frame-of-mind connections -- 3. SHIPPING content with an emotional twist -- Part 2. Getting audiences to RAISE your brand -- 4. Earning readership with content mastery -- 5. Evangelizing with employee ADVOCATES -- 6. Enchant Influencers through OUTREACH -- 7. Enlist followers with a STAMP -- 8. Expose content that will RUNLAPS -- Part 3. Getting audiences to REACT -- 9. Empowering brand ambassadors to RESONATE -- 10. Engage communities through CONVERSATION -- 11. E-mail engaging and perpetuating proprietary audiences -- 12. Enabling mobile CUSTOMER experiences -- 13. Enrolling trial users with freemiums -- Future: social content-marketing predictions from a strategic planning perspective -- Index.
Sommario/riassunto	This book will provide a practical overview of how digital content, social media and search engine optimization work together in driving website traffic and sales leads. The goal of the book is to educate readers on the new mindset and social technologies required to drive this traffic in a timely and non-intrusive way. Readers will benefit from a comprehensive but succinct overview of how social networking, search friendly blogging, trustworthy content, contextually-targeted online campaigns and mobile marketing techniques are transforming

companies that embrace inbound marketing. Targeted for business professionals and students that are saturated with social technology updates, the book offers a more strategic orientation to these subjects as they relate to sales nurturing and thought leadership. And unlike books that cover social media one platform or technology at a time, this book is organized for readers to master elements of strategy in the order of their implementation. In so doing, it will help order the steps of professionals in the midst of launching new digital marketing initiatives as well as students tasked with completing social media marketing plans.

2. Record Nr.	UNINA9910130558903321
Autore	Lavaud Jean-Pierre
Titolo	L'instabilité politique de l'Amérique latine : le cas bolivien
Pubbl/distr/stampa	Éditions de l'IHEAL, 1991 [Place of publication not identified], : Éditions de l'IHEAL, 1991
ISBN	9782371540132 2371540137 9782296236097 229623609X
Descrizione fisica	1 online resource (290 pages)
Collana	Travaux et memoires
Soggetti	Regions & Countries - Americas History & Archaeology Latin America Bolivia Politics and government 1952-1982 Bolivia Politics and government 1982-2006 Bolivia Social conditions 1952-1982 Bolivia Social conditions 1982-
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph

La Bolivie est le pays d'Amérique latine qui a connu les périodes les plus longues d'instabilité politique et sociale depuis la Seconde Guerre mondiale. Afin d'expliquer les raisons de cette instabilité, Jean-Pierre Lavaud analyse avec finesse la mobilisation des groupes sociaux qui, d'une manière plus ou moins directe et déterminante, influencent le jeu politique national et concourent aux changements gouvernementaux : la classe politique, tant civile que militaire, les gestionnaires du travail collectif, mais aussi les mineurs et les paysans. À cette concurrence nationale pour le pouvoir, il faut ajouter celle d'agences étrangères, principalement nord-américaines. Au terme de l'analyse, il apparaît que des secteurs importants de la société civile se trouvent être si dépendants de l'Etat qu'il est vital pour eux de les contrôler : les luttes croisées qui en résultent entretiennent l'instabilité... Au-delà du cas bolivien, c'est un remarquable modèle d'explication du phénomène d'instabilité politique de l'Amérique latine que nous propose ici Jean-Pierre Lavaud.
