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Soggetti	Branding (Marketing) Customer relations Information technology - Management Social media
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Reality check : the permeating trends of social media & social business -- A social media strategy : the framework for the ever-changing world of social media -- Determining objectives and background for your social -- Audit your social -- Acknowledgments.
Sommario/riassunto	Create and maintain a successful social media strategy for your business Today, a large number of companies still don't have a strategic approach to social media. Others fail to calculate how effective they are at social media, one of the critical components of implementing any social media strategy.