

1. Record Nr.	UNISA996198745003316
Titolo	Current molecular biology reports
Pubbl/distr/stampa	[Cham] : , : Springer International Publishing AG, , [2015]-
ISSN	2198-6428
Descrizione fisica	1 online resource
Soggetti	Molecular biology Biochemical Phenomena Genetic Phenomena Genetic Structures Periodicals. Periodical
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed

2. Record Nr.	UNINA9910969206003321
Autore	Treadaway Chris <1974->
Titolo	Facebook marketing : an hour a day / / Chris Treadaway, Mari Smith
Pubbl/distr/stampa	Indianapolis, Ind., : John Wiley & Sons, c2012
ISBN	9786613650771 9781280673849 1280673842 9781118225868 1118225864
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (362 p.)
Collana	Serious skills
Altri autori (Persone)	SmithMari <1966->
Disciplina	658.8/72
Soggetti	Internet marketing Social networks - Computer network resources
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Internet marketing 1985-2010 -- What is Facebook? -- Develop a Facebook strategy and measure success -- Month 1: create the plan and get started -- Month 2: establish corporate presence with pages and groups -- Month 3: create demand with Facebook ads -- Month 4: advanced tactics and campaign integration -- Customized experiences via Facebook applications -- The analytics of Facebook -- Organizational considerations.
Sommario/riassunto	The bestselling Sybex guide to marketing on Facebook, now fully updated As the second most-visited site on the web, Facebook offers myriad marketing opportunities and a host of new tools. This bestselling guide is now completely updated to cover all of the latest tools including Deals, sponsored stories, the Send button, and more. It explains how to develop a winning strategy, implement a campaign, measure results, and produce usable reports. Case studies, step-by-step directions, and hands-on tutorials in the popular Hour-a-Day format make this the perfect handbook for maximizing mar