



Stand Out Social Marketing: How to Rise Above the Noise, Differentiate Your Brand, and Build an Outstanding Online Presence (Paperback)

By Mike Lewis

McGraw-Hill Education - Europe, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book. Competing on the social web isn t enough. You have to STAND OUT! Stand Out Social Marketing explains how today s best-known brands draw attention that pays in the crowded space of social media--and how you can do the same for your brand! Stand Out Social Marketing outlines the tools and tactics to develop more meaningful and effective social media strategies. -- Brian Solis, bestselling author of *The End of Business as Usual* and *Engage!* A stand-out must-read. -- Dave Kerpen, CEO, Likeable Media, and author of the New York Times bestselling *Likeable Social Media* and *Likeable Business* Take these tips, work to implement these ideas, and look around to learn from who s tried what. -- Erik Qualman, bestselling author of *Socialnomics* and *Digital Leader* Mike gives you the tools you need to rise above the noise and develop a stand-out social marketing strategy. -- Larry Weber, Chairman, W2Group, and bestselling author of *Marketing to the Social Web* Lewis s unique ability is in presenting complex topics within an easily digestible framework, enabling marketers to implement these strategies in their company. -- Jeremiah...



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