



Social Strategy

By Mikolaj Jan Piskorski

Princeton Univers. Press Mrz 2016, 2016. Taschenbuch. Condition: Neu. Neuware - Almost no one had heard of social media a decade ago, but today websites such as Facebook, Twitter, and LinkedIn have more than 1 billion users and account for almost 25 percent of Internet use. Practically overnight, social media seems indispensable to our lives--from friendship and dating to news and business. What makes social media so different from traditional media Answering that question is the key to making social media work for any business, argues Piskorski, one of the worlds leading experts on the business of social media. In A Social Strategy, he provides the most convincing answer yet, one backed by original research, data, and case studies. 275 pp. Englisch.



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