



Social Media for Business: 101 Ways to Grow Your Business Without Wasting Your Times

By Susan Sweeney, Randall Craig

Maximum Press, United States, 2010. Paperback. Book Condition: New. 234 x 192 mm. Language: English . Brand New Book. Filled with the latest information on Facebook, LinkedIn, YouTube, and other key social-media sites, this all-purpose guide provides specific strategies and tactics that focus on building business. In addition to marketing and PR, this resource addresses recruiting, risk management, cost, and other key business issues. Marketing, sales, public relations, and customer-service professionals within any business will learn how to save time and develop a weekly checklist of social-media priorities, connect social-media sites together, attract the right job candidates, and help improve customer satisfaction and brand loyalty. Keeping a close eye on return-on-investment, this clever resource promises to help market-savvy businesses outpace their competition.



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