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PROVEN SOCIAL MEDIA STRATEGIES FOR BUILDING COMMUNITY AND BRANDS IN THE DIGITAL SPACE



New Street Communications, LLC. Paperback. Book Condition: New. Paperback. 72 pages. Dimensions: 9.0in. x 5.9in. x 0.3in. A gem of a book. A lighthearted, humane and entertaining explication of the core principles behind the successful use of social media, with the Grateful Dead leading the way. Who knew - Phil Brownstein, Intuit. Within this essential volume, leading social media expert Michael Malone explains the key approaches and philosophy that form the backbone of virtually every effective social media implementation regardless of...

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