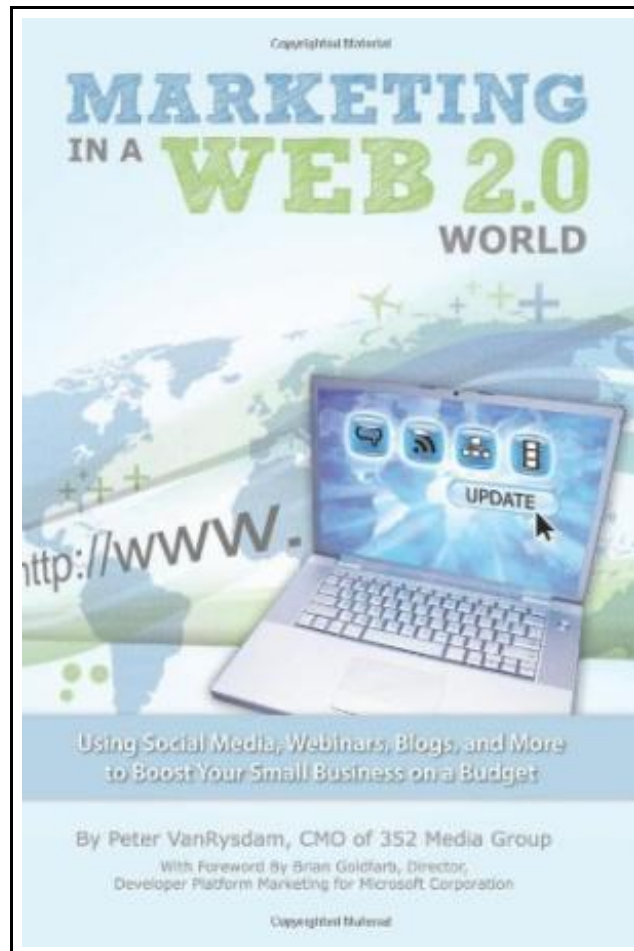


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Atlantic Publishing Group Inc., 2010. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Small businesses have been fighting an uphill battle for decades when it comes to marketing. Big corporations have more resources, more brand recognition, and most importantly, more money. This has allowed them to control the conversation. Web 2.0 technologies have leveled the playing field by giving small business an equal voice. Tools like blogs, interactive Web sites, and social networks have become some of the most powerful marketing tools for many small business owners. Now, more than 55.6 million adults, about 1/3 of the population, access social networks at least once a month according to Forrester Research. Social networks like Facebook, LinkedIn, Myspace, and Twitter provide marketers direct access to their customers in a way never before possible. Businesses of all sizes can reach their target audience quickly and effectively through these tools but only when used correctly. Marketing in a Web 2.0 World shows you how to take advantage of the latest technologies to market your business. The best part is that many of the tools require little or no money to implement. You will learn how the social Web, and the various social networks that make it up, has fundamentally altered how the Internet is used as a marketing tool, allowing businesses to reach out and touch their target demographics like never before. You will be able to recognize and start optimizing your site to reach those demographics, and you will understand how your customers use the social web. You will learn how to establish your Web site as your marketing hub, drawing in visitors through the best search engine optimization (SEO) practices, Webinars, and blogs. You will find that Web 2.0 and social media marketing is not a...

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