



The Art of Social Media: Power Tips for Power Users

By Guy Kawasaki, Peg Fitzpatrick

Penguin Books Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book. From Guy Kawasaki, the bestselling author of *The Art of the Start* and *Enchantment*, *The Art of Social Media* is a no-nonsense guide to becoming a social media superstar. By now it's clear that whether you're promoting a business, a product, or yourself, social media is near the top of what will determine your success or failure. And there are countless pundits, authors, and consultants eager to advise you. But there's no one quite like Guy Kawasaki, the legendary former chief evangelist for Apple and one of the pioneers of business blogging, tweeting, facebooking, tumbling, and much, much more. Now Guy has teamed up with his Canva colleague Peg Fitzpatrick to offer *The Art of Social Media* - the one essential guide you need to get the most bang for your time, effort, and money. With more than 100 practical tips, tricks, and insights, Guy and Peg present a ground-up strategy to produce a focused, thorough, and compelling presence on the most popular social-media platforms. They guide you through the steps of building your foundation, amassing your...



READ ONLINE

[1.28 MB]

Reviews

It is an awesome publication which i actually have ever read through. it had been writtern really properly and valuable. I found out this book from my i and dad recommended this pdf to discover.

-- **Doyle Schmeler**

This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Brennan Koelpin**