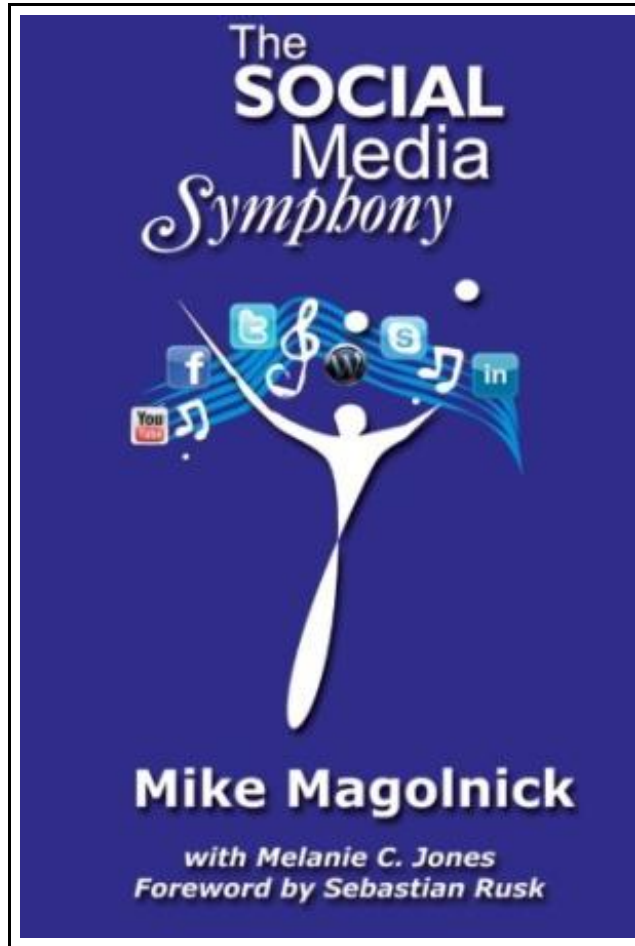


The Social Media Symphony



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Reviews

Extensive information! Its this sort of great read through. It is amongst the most incredible book i have go through. I realized this publication from my i and dad suggested this book to understand.
(Prof. Devon Bernhard PhD)

THE SOCIAL MEDIA SYMPHONY



Createspace, United States, 2011. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.I know I m not alone when I express my amazement over the fact that several of the online social network sites have valuations in the billions of dollars. Billions with a big capital B. Online sites where you share information about yourself, your family, your friends, your work, your background. Billions. I guess I shouldn t be surprised at all though. Looking at the trend of marketing and communication, it s pretty easy to understand that one-to-one networking is the foundation of the current trend and Social Media, in its current form is the most fundamental path. I ve seen Gary Vaynerchuk speak at a few events and he is very outspoken. The one thing he talks about that resounds with me is the idea that Social Media is critical to business. There is no way around it. Whether your business is in it or not, it is in it. You don t have to put up a Facebook page or set up a Twitter account in order to be part of Social Media; but if you don t do it, someone else will! Your area of concern should be who is controlling what is said about you in the market. Again, you can choose to be in it or not; either way, you are! I love Social Media. I love the whole idea of it, especially for business. Never before in history could a business have such complete control over its brand. Social Media can help a company create and manage a brand online in addition to influence others about the perception of their brand. Besides Social Media for Business, there s personal Social Media to consider....



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