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# DAS SOCIAL MEDIA-MARKETING BUCH



O'reilly Vlg. Gmbh & Co. Mrz 2012, 2012. Taschenbuch. Book Condition: Neu. 207x154x20 mm. Neuware - Unternehmen, Agenturen und Freiberufler strömen in soziale Netzwerke wie Facebook und entdecken die vielen anderen Möglichkeiten im Social Web. Doch aller Anfang ist schwer: Wer noch nicht Social Media-affin ist - und das sind nach wie vor so einige -, muss sich zunächst einmal einen Überblick über diese noch junge Medienlandschaft verschaffen. Wem es so geht, der findet in diesem Büchlein optimale Unterstützung. Kompakt,...

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- Authored by Dan Zarrella
- Released at 2012



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