



Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web (Revised and updated ed)

By Brian Solis, Ashton Kutcher

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web (Revised and updated ed), Brian Solis, Ashton Kutcher, The ultimate guide to branding and building your business in the era of the Social Web revised and updated with a Foreword by Ashton Kutcher Engage! thoroughly examines the social media landscape and how to effectively use social media to succeed in business one network and one tool at a time. It leads you through the detailed and specific steps required for conceptualizing, implementing, managing, and measuring a social media program. The result is the ability to increase visibility, build communities of loyal brand enthusiasts, and increase profits. Covering everything you need to know about social media marketing and the rise of the new social consumer, Engage! shows you how to create effective strategies based on proven examples and earn buy-in from your marketing teams. Even better, you'll learn how to measure success and ROI. * Introduces you to the psychology, behavior, and influence of the new social consumer * Shows how to define and measure the success of your social media campaigns...



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