10 steps to successful social networking for business

Hartley, Darin, author

Abstrak

Facebook, LinkedIn, Twitter... You're familiar with social networking systems, but incorporating them into your communication efforts can be daunting. Which are right for your needs, and how should you use them? Whether you're a consultant, communications professional, or corporate CEO, this book can help you leverage the power of social networking. Find out how you can:

select the right social networking systems for your situation

build an audience and connect your business to the world

link your choices to key business drivers

choose between off-the-shelf or customized systems

stay on top of this ever-evolving technology.

You'll have a complete toolbox for employing today's most influential, game-changing methods of communication to build your brand, cultivate customer loyalty, and drive bottom-line results.