



## Business Economics and Management Renditions of the new information age: Social Media combat make good use of social networking for business success(Chinese Edition)

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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2013 01 of Pages: 184 Publisher: People's Posts and Telecommunications Press Business Economics and Management Renditions of the new information age: Social Media combat utilize social networking for business more successful. based on a number of leading enterprises depth interviews with executives and industry veterans. the use of a large number of practical case studies and expert opinion insights. comprehensively and profoundly expounded the need for enterprises to develop and implement a social media strategy. urgency. guiding principles. strategic framework and specific strategies as well as the tactical elements of the enterprise successful application of the tools of social media transformation of business models. to optimize business operations. improve business communication. enhance profitability. has strong relevance and practical guidance value. Business Economics and Management Renditions of the new information age: social media real utilize social networking for business more successful covers the business applications of social media. almost all of the important issues. including the fundamental value of social media positioning effect measurement. return on investment. how to convince management. key skills. personnel. training. technical architecture. risk...



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