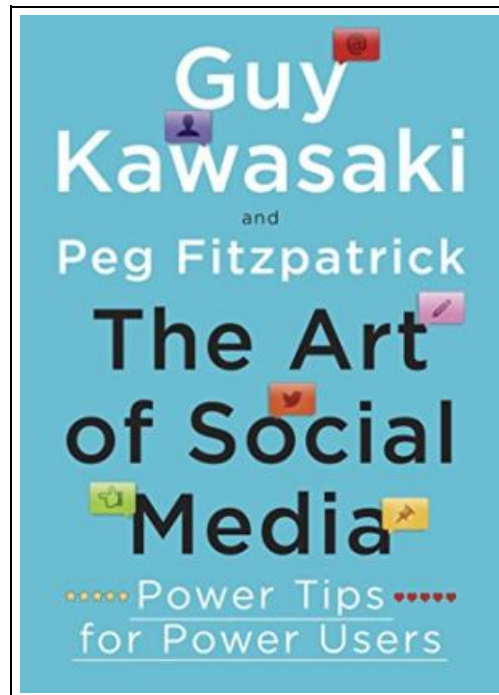


The Art of Social Media



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Reviews

This ebook will be worth acquiring. It is actually written in basic phrases instead of hard to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Trystan Yundt)

THE ART OF SOCIAL MEDIA



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Penguin UK Nov 2014, 2014. Taschenbuch. Condition: Neu. Neuware - From Guy Kawasaki, the bestselling author of *The Art of the Start* and *Enchantment*, *The Art of Social Media* is a no-nonsense guide to becoming a social media superstar. By now it's clear that whether you're promoting a business, a product, or yourself, social media is near the top of what will determine your success or failure. And there are countless pundits, authors, and consultants eager to advise you. But there's no one quite like Guy Kawasaki, the legendary former chief evangelist for Apple and one of the pioneers of business blogging, tweeting, facebooking, tumbling, and much, much more. Now Guy has teamed up with his Canva colleague Peg Fitzpatrick to offer *The Art of Social Media* - the one essential guide you need to get the most bang for your time, effort, and money. With more than 100 practical tips, tricks, and insights, Guy and Peg present a ground-up strategy to produce a focused, thorough, and compelling presence on the most popular social-media platforms. They guide you through the steps of building your foundation, amassing your digital assets, going to market, optimizing your profile, attracting more followers, and effectively integrating social media and blogging. For beginners overwhelmed by too many choices, as well as seasoned professionals eager to improve their game, *The Art of Social Media* is full of tactics that have been proven to work in the real world. Or as Guy puts it, 'Great Stuff, No Fluff!' Guy Kawasaki, who helped make Macintosh a household name, now runs Garage Technology Ventures, a venture-capital firm. He has held his workshop, 'Boot Camp for Start-ups,' around the world. Kawasaki is the author of seven previous books, including *Art of the Start*, *Enchantment* and *Rules for Revolutionaries*



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