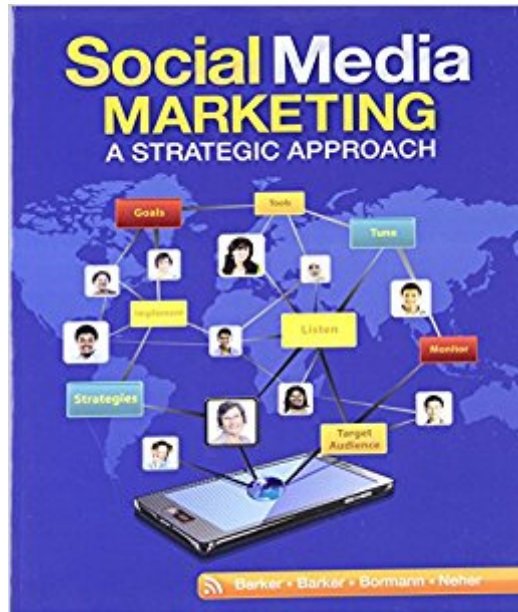


The book was found

Social Media Marketing: A Strategic Approach



Synopsis

Social Media Marketing: A Strategic Approach promises to be the seminal textbook in the field with its distinctive conceptual foundation and practical approach to developing successful social media marketing plans. A proven eight-step social media planning model provides students with a cumulative learning experience, showing them how to construct social media strategies that achieve desired marketing goals.

Book Information

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Customer Reviews

"This book is a highly relevant, invaluable marketing volume for people, students and instructors who are interested in leveraging social media in a number of platforms – not just Facebook and Twitter." "You would be capable of creating and implementing a social media plan once you have studied this book. It provides a full plan, complete with everything you need."

Melissa S. Barker is a digital marketing consultant and public speaker, currently working with Jive Software, Puppet Labs, and Gates NextGen Open Source Courseware Grant. She has coauthored five textbooks, including the best-selling Internet Research Illustrated. In 2010, she created the first accredited social media marketing certificate in Washington State. She teaches search and social media marketing, as well as other related courses at Spokane Falls Community College. Melissa holds a B.A. in public relations and advertising from Gonzaga University, and an M.B.A. from Willamette University (expected in 2016). She has held key roles in digital marketing management

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manages the accredited social media marketing certification program. Krista is passionate about social media and has been an avid blogger and social network user since 2007. For more information about Krista, visit: www.linkedin.com/in/kristaneher.

I wish I didn't rent this book and just bought it instead! This book looks a little dated, but isn't! It's very modern and easy to understand. There are tips and tricks in it that are easy to follow and case studies that prove these techniques work. I found it very helpful in many ways. The book teaches you how to create a social media marketing plan from scratch. And it shows how to improve your existing one. Very clear, simple language - especially for those that don't know all the technical lingo. Really enjoyed reading through it. Works well for any business model - big corporations or small businesses. But also nonprofits too! My advice? BUY the book. You'll want to reference it again and again.

Just what I needed. Very little marks and in good condition.

Book makes the class content easy to digest, and the formatting is easy to follow. My only reason for 4 stars is the lack of a glossary, an index is fine and dandy, but for vocab studying I find it easier to use a glossary.

This book was required for a college class, but I didn't like it at all. It's outdated, hasn't been updated since 2013. I actually spoke to my advisor about my disappointment with the book.

Can't open this in the Windows Kindle App or the chrome Kindle Cloud reader. Not sure how else to read this short of buying a Kindle. Probably going to try to get my money back.

Cant beat such a low price for this online book that i only needed for a few months for my class. Why buy the book completely when I would just have to sell it back later.

I still use my Social Media Marketing textbook as a reference after finishing my MBA over a year ago.

Book was better then described. Class hasn't started yet so will soon find out if I like it.

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