



33 Million People in the Room: How to Create, Influence, and Run a Successful.

By Juliette; Powell

Financial Times Prentice Hall, 2008. Gebundene Ausgabe. Condition: Neu. Gebrauch - Wie neu Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Social networks are no fad. They're a permanent reality: one that offers immense opportunities to smart, innovative businesses. Now, top social networking consultant Juliette Powell reveals how dozens of innovators are driving real ROI through social networks--and how you can, too. Powell's wide-ranging research, including coverage on Barack Obama's successful online strategy in his bid for the presidency, focuses on technology, media and gaming companies, leaders in fashion, beauty, publishing, finance, retail, event planning, and beyond. These powerful narratives illuminate the reality of doing business on today's social networks as never before. Through them, Powell introduces new best practices, shows how to avoid crucial pitfalls, and helps you prepare for the newest trends in online social networking. 154 pp. Englisch.



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