



No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing

By Jason Falls, Erik Deckers

Pearson Education (US). Hardback. Book Condition: new. BRAND NEW, No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing, Jason Falls, Erik Deckers, The In-Your-Face, Results-Focused, No-"Kumbaya" Guide to Social Media for Business! **Detailed techniques for increasing sales, profits, market share, and efficiency*Specific solutions for brand-building, customer service, R&D, and reputation management*Facts, statistics, real-world case studies, and rock-solid metrics Stop hiding from social media--or treating it as if it's a playground. Start using it strategically. Identify specific, actionable goals. Apply business discipline and proven best practices. Stop fearing risks. Start mitigating them. Measure performance. Get results. You can. This book shows you how. Jason Falls and Erik Deckers serve up practical social media techniques and metrics for building brands, strengthening awareness, improving service, optimizing R&D, driving better leads--and closing more sales. "Conversations" and "communities" are wonderful, but they're not enough. Get this book and get what you really want from social media: profits. Think social media's a passing fad? Too risky? Just a toy? Too soft and fuzzy? Not for your business? Wake up! It's where your customers are. And it ain't going away. Does that suck? No. It doesn't. Do social media right, and all those great...

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