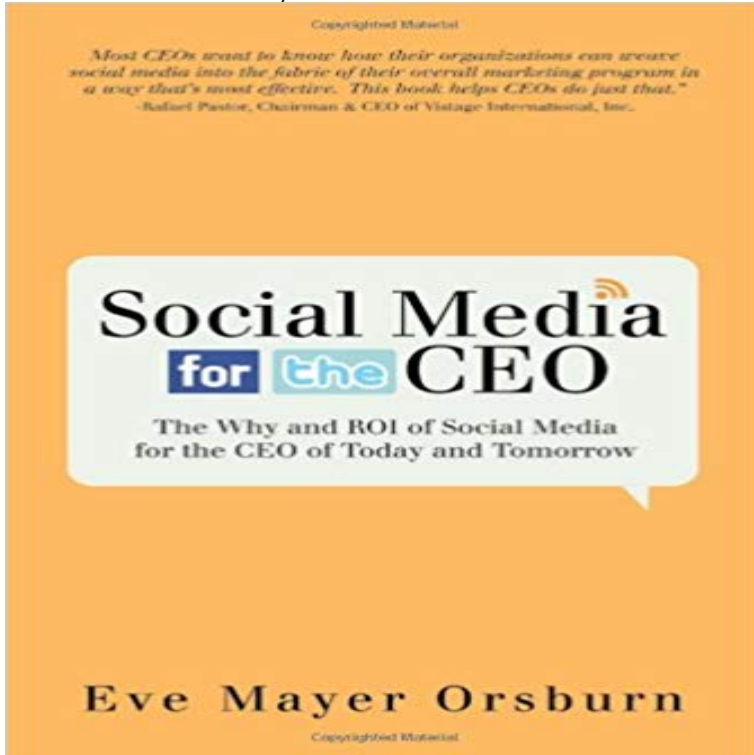


Social Media for the CEO: The Why and ROI of Social Media for the CEO of Today and Tomorrow



Can social media help grow your business? Yes! The Social Media Equation, a proven strategy for approaching social media content and implementation, in this book will unlock exponential growth within your organization. Social Media for the CEO also includes 14 case studies of both small and large companies in a variety of industries, such as Lane Bryant, Mayo Clinic, and General motors. Facebook, Twitter, LinkedIn, YouTube, and other social media platforms are changing how our world communicates. This book dispels the myths and reveals secrets on how to use social media as an effective business and marketing tool

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