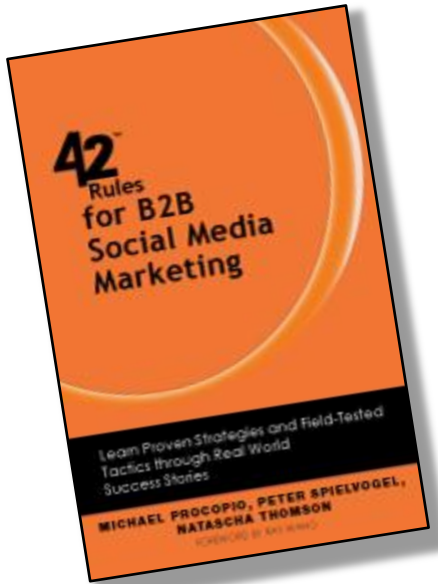


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Michael Procopio

Using a combination of proven best practices and real-world stories, the authors describe how to maximize your return on investment with Facebook, YouTube, LinkedIn, and other popular online channels. The focus is on how to engage more effectively with your customers and prospects using social media.



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This book was created for business-to-business (B2B) marketing professionals who need to move quickly towards a marketing mix that now includes social media. While there are many books on social media marketing, there are few that focus on B2B. While B2B marketing is still the commonly used term to differentiate it from business-to-consumer (B2C) marketing, social media – and the future of marketing - is about people-to-people (P2P) communications.

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