



Taking Your Brand from the Bench to the Playing Field: Social Media Fundamentals for Brands

Tracy Sestili

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"Taking Your Brand from the Bench to the Playing Field" is a classroom in a book. It gives you the tools you need to build the business you want through social media. Each chapter includes exercises to help you work through your social media strategy and help you define best practices for the various social networks such as Facebook, LinkedIn, Pinterest, Twitter, Google+, YouTube, blogging, and more.

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