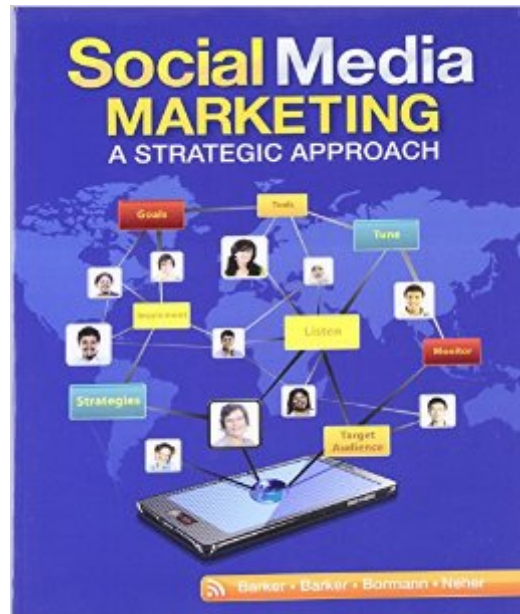


The book was found

Social Media Marketing: A Strategic Approach



Synopsis

Social Media Marketing: A Strategic Approach promises to be the seminal textbook in the field with its distinctive conceptual foundation and practical approach to developing successful social media marketing plans. A proven eight-step social media planning model provides students with a cumulative learning experience, showing them how to construct social media strategies that achieve desired marketing goals.

Book Information

Paperback: 400 pages

Publisher: South-Western College Pub; 1 edition (March 9, 2012)

Language: English

ISBN-10: 9780538480871

ISBN-13: 978-0538480871

ASIN: 0538480874

Product Dimensions: 10.8 x 8.3 x 0.7 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 3.6 out of 5 stars [See all reviews](#) (25 customer reviews)

Best Sellers Rank: #150,569 in Books (See Top 100 in Books) #117 in [Books > Business & Money > Industries > Retailing](#) #186 in [Books > Textbooks > Business & Finance > Marketing](#) #219 in [Books > Business & Money > Marketing & Sales > Marketing > Web Marketing](#)

Customer Reviews

Book makes the class content easy to digest, and the formatting is easy to follow. My only reason for 4 stars is the lack of a glossary, an index is fine and dandy, but for vocab studying I find it easier to use a glossary.

I wish I didn't rent this book and just bought it instead! This book looks a little dated, but isn't! It's very modern and easy to understand. There are tips and tricks in it that are easy to follow and case studies that prove these techniques work. I found it very helpful in many ways. The book teaches you how to create a social media marketing plan from scratch. And it shows how to improve your existing one. Very clear, simple language - especially for those that don't know all the technical lingo. Really enjoyed reading through it. Works well for any business model - big corporations or small businesses. But also nonprofits too! My advice? BUY the book. You'll want to reference it again and again.

I purchased this book for a college business class and loved it. It's easy to understand, gives plenty of examples and simplifies the concept of marketing on social media. It's an easy read and easy to understand. If you want to learn how to market using social media, this book is perfect!

This book was required for a college class, but I didn't like it at all. It's outdated, hasn't been updated since 2013. I actually spoke to my advisor about my disappointment with the book.

Can't open this in the Windows Kindle App or the chrome Kindle Cloud reader. Not sure how else to read this short of buying a Kindle. Probably going to try to get my money back.

Cant beat such a low price for this online book that i only needed for a few months for my class. Why buy the book completely when I would just have to sell it back later.

This book is a great read about the booming social media world that has invaded our lives for the better.

I don't think this book should be sold the amount that it was! A little too expensive for it's content.

[Download to continue reading...](#)

Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search

Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Social Media: Social Media Marketing Strategies with Facebook, Twitter, YouTube, Instagram & LinkedIn: *FREE BONUS: SEO 2016: Complete Guide to Search ... Marketing, Online Business, Passive Income) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Social Media Marketing: A Strategic Approach Social Media Marketing Workbook: 2016 Edition - How to Use Social Media for Business Social Media: How to Skyrocket Your Business Through "Social Media Marketing!" Master: Facebook, Twitter, Youtube, Instagram, & LinkedIn Social Media: Master, Manipulate, and Dominate Social Media Marketing Facebook, Twitter, YouTube, Instagram, and LinkedIn Social Media Marketing: 12 Successful Strategies to Master Social Media, Grow Your Followers & Build Your Brand Online: Regardless of Money, Time, or Experience Social Media: Master and Dominate Social Media Marketing Using Facebook, Instagram, Twitter, YouTube, LinkedIn, Snap Chat, Pinterest, Google+, Vine, and Much more! Facebook Marketing: Strategies for Advertising, Business, Making Money and Making Passive Income (FREE BONUS AND FREE GIFT) (social media marketing, social ... facebook, facebook adds, small business) SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)

[Dmca](#)