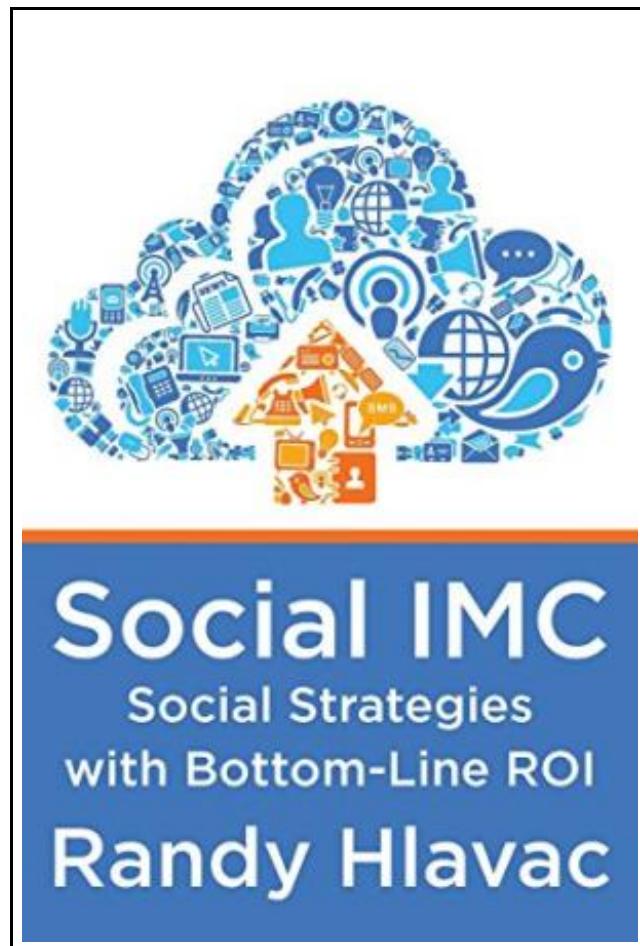


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Createspace Independent Publishing Platform, United States, 2014. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.There are many books out there on the theories behind the use of social media and mobile applications in marketing-but this is not one of them. Social IMC does not present broad theories; it provides strategies based on proven business models that have produced real-world results. Each strategy has been taught, tested, and developed by the author himself, and all are thoroughly explained in an easy-to-follow format that includes references to exemplary businesses from around the world. By the time you are done reading this book, you will be able to identify which strategy is best to use for each of your company's high-value markets, and you will know what steps you need to take to successfully design, develop, deploy-and maintain-your own business's social and mobile approach. A veritable how-to guide for using social and mobile technologies to propel business profit and growth, Social IMC is sure to appeal to business executives and entrepreneurs worldwide, as well as to other types of organizational leaders. The strategies discussed in the text have been proven effective in a wide variety of models, including both for-profit and not-for-profit organizations and companies targeting businesses or consumers on international, national, local, and hyper-local scales.



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