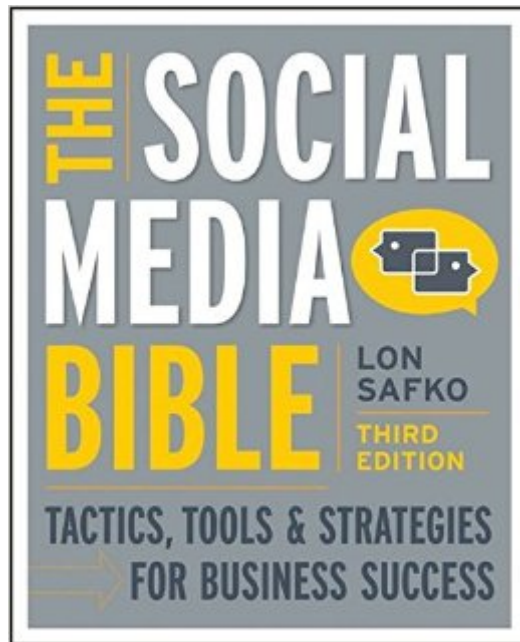


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# The Social Media Bible: Tactics, Tools, And Strategies For Business Success



## Synopsis

The go-to guide to social media skills, now in an updated and revised Third Edition The Social Media Bible is comprehensive 700-plus page social media resource that will teach corporate, small business, and non-profit marketers strategies for using social media to reach their desired audiences with power messages and efficiency. This newly revised 3rd edition addresses technology updates to the iPad, apps, Foursquare, and other geotargeted networks. New case studies and company profiles provide practical examples of how businesses have successfully implemented these strategies, using the newest social media marketing tools. Updates and changes to Google's search engine algorithms More information on plug-ins, widgets, apps, and integration Updates on Twitter and Yammer and new information on Google+ The latest in mobile marketing Master the latest social media tools and deliver powerful messaging in the most effective way possible with The Social Media Bible.

## Book Information

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## Customer Reviews

Ask a hundred people what "social media" is, and you may get a hundred different definitions. Frankly, social media doesn't just connect people--it baffles them, too. The authors of "The Social Media Bible," however, have made a considerable attempt at creating a resource that helps readers gain an overall understanding of the social media "ecosystem" (to put it in the authors' terms) and how the social media phenomenon relates to business. First, I think it's in order to discuss what this tome covers. Part I, Background Basics and Tactics, comprises the first 23 chapters. This section of

the book defines social media, explains the different types of social media, and helps you understand why it's important. You get coverage here of everything from social networks to microblogging to virtual worlds. If you've read other books about social media, you may already be familiar with some of this content. If you're brand new to social media, you'll find it especially helpful. Part II, Tools, comprises chapters 24-38 and revisits the different categories of social media, focusing on current popular tools. The authors discuss each tool, focusing on who should use them and why; you'll even find some more technical information in these chapters. Although I appreciated the broad look at all the different types of the social media, I felt that the sections could have gone into more detail. However, you could easily write an entire book on each type of social media presented, so the authors clearly had to limit coverage of each type of social media resource. Part III, Strategy, includes the final chapters of 39-43 and offers some excellent advice on how to apply everything learned in the book.

This book is a required text for one of my courses. If you are not at all tech savvy or have never used a computer before, this text might be useful, but for my 400 level course this ranks as an inappropriate text because it attempts to provide a very broad overview of the most basic starting information for a wide array of social media. That's not really the author's fault of course, and it's not actually the reason for my 1 star rating. I rated the book as 1 star for the author's poor utilization of his own suggestions for his book companion site. This is actually considered a Wiley higher ed text book, and my interactions with the text's constant references to the author companion site generated numerous contacts with Wiley Technical Support attempting to unravel the problems with the content (both online and print) for this text. At the end of the day, the only thing Wiley support could tell me was this: "we will try to contact the author to try to resolve discrepancies between the book and the author companion site". The text has a fair amount of "churn" where content is covered, and then covered, and then covered yet again OR where readers are directed to a companion site to review content that can't be accessed. For example, chapter 9 covers podcasts, and then chapter 10 again hashes out podcasts with the chapter heading "Got Audio?" The same thing was done for Vlogs and "Got Video?". The in-chapter international vignettes often had no relationship to the chapter they were in. Rather than including an international vignette in each chapter, I think it would have been far more useful to consolidate the vignettes into chapters where the content had some relevance.

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