

Maximizing Commerce and Marketing Strategies through Micro-Blogging

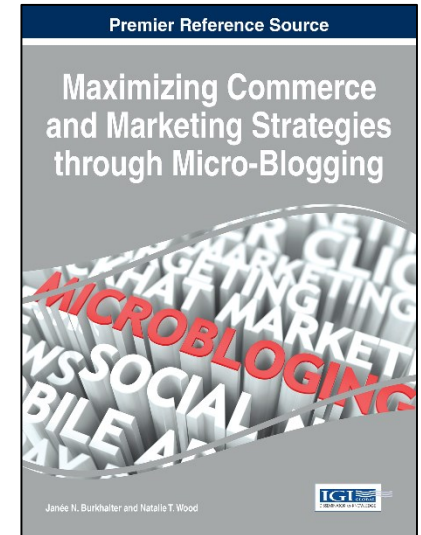
Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

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Description:

The Internet is quickly becoming a commonly used tool for business-customer interaction. Social media platforms that were once typically reserved for personal use are now becoming a vital part of a business's strategy.

Maximizing Commerce and Marketing Strategies through Micro-Blogging examines the various methods and benefits of using micro-blogs within a business context, bringing together the best tools and tactics necessary to properly incorporate this approach.



Readers:

This book is an essential reference source for academics, graduate students, social media strategists, and business professionals interested in the positive use of social media in business environments.

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