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The Art of Social Media

By Guy Kawasaki

Penguin UK Nov 2014, 2014. Taschenbuch. Condition: Neu. Neuware - From Guy Kawasaki, the bestselling author of *The Art of the Start and Enchantment*, *The Art of Social Media* is a no-nonsense guide to becoming a social media superstar. By now it's clear that whether you're promoting a business, a product, or yourself, social media is near the top of what will determine your success or failure. And there are countless pundits, authors, and consultants eager to advise you. But there's no one quite like Guy Kawasaki, the legendary former chief evangelist for Apple and one of the pioneers of business blogging, tweeting, facebooking, tumbling, and much, much more. Now Guy has teamed up with his Canva colleague Peg Fitzpatrick to offer *The Art of Social Media* - the one essential guide you need to get the most bang for your time, effort, and money. With more than 100 practical tips, tricks, and insights, Guy and Peg present a ground-up strategy to produce a focused, thorough, and compelling presence on the most popular social-media platforms. They guide you through the steps of building your foundation, amassing your digital assets, going to market, optimizing your profile, attracting more followers, and...



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