



Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue

By Shama Hyder Kabani

BENBELLA BOOKS, United States, 2013. Paperback. Book Condition: New. 3rd Revised edition. 226 x 150 mm. Language: English . Brand New Book. The Ultimate Primer and How-To Guide for Social Media Marketing In the two years since the first edition became a global bestseller, the world of social media has grown and changed enough to require an updated guide. Whether you use social media now or not, people are already talking about your company online. By becoming part of the conversation in a more meaningful way, you can start connecting directly to your customers and clients and finding new ones right away with ease and efficiency. Social media marketing isn't like traditional marketing-and treating it that way only leads to frustration and failure. In The Zen of Social Media Marketing, Shama Kabani, social media expert and president of The Marketing Zen Group (), teaches you the Zen of using social media tools to find your own marketing nirvana. With a foreword by New York Times bestselling author Chris Brogan and updated content on Google+, online advertising, SEO, and more, the newest edition of The Zen of Social Media Marketing gives you: * A comprehensive overview of why social media...

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