

图书基本信息

书名：<<社会消费网络营销 Marketing to the Social Web>>

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作者：Larry Weber

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## 内容概要

Today, marketing is exploding with possibilities and complexities as it reaches out into new forms, media, and models. Marketers have an exceptional opportunity to use these new tools and models to reach new markets, even in a fragmented media market. Marketing to the Social Web helps marketers and their companies understand the context of the new marketing, and prioritize what they need to do to build customer communities and maximize profit in a time of marketing confusion. Larry Weber presents specific ideas to find and engage customers, describes newly available tools and platforms, and shows readers how to apply them to see immediate results and growth. Larry Weber (Boston, MA) has spent the last three decades building global communications companies, including Weber Shandwick Worldwide and the W2 Group.

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