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THE SOCIAL EXECUTIVE: HOW TO MASTER SOCIAL MEDIA AND WHY ITS GOOD FOR BUSINESS



John Wiley Sons Australia Ltd, Australia, 2014. Paperback. Book Condition: New. 216 \times 140 mm Language: English. Brand New Book Social media is not about social media. It s about leadership and connections. Billions of conversations are taking place in social networks every day. But for busy executives and business owners, time constraints make it hard to dedicate time to demystifying these communication opportunities. In The Social Executive, readers are given evidence-based, data-driven strategies for mastering social media, and...

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- Authored by Dionne Kasian-lew
- Released at 2014



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