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The TAO of Twitter: Changing Your Life and Business 140 Characters at a Time (2nd Revised and expanded ed)

By Mark Schaefer

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, The TAO of Twitter: Changing Your Life and Business 140 Characters at a Time (2nd Revised and expanded ed), Mark Schaefer, This is the definitive guide to twitter success fully updated and expanded. It is featuring new statistics, strategies, and case studies. You're busy and you don't have time to decipher the confusing world of Twitter. In less than two hours, Mark Schaefer's bestselling book will show you how to connect and start creating meaningful business and personal benefits right away! Behind every Twitter triumph is a well-defined success formula. This is The Tao of Twitter: a path that holds the potential to improve your daily life at work and at home .if you know the way. Through real-life examples and easy-to-follow steps, acclaimed marketing expert Mark Schaefer teaches you: secrets to building influence on Twitter; the formula behind every Twitter business success; 22 ways to build an audience who wants to connect with you; content strategies, time savers, and useful tips; 20 ways to use Twitter as a competitive advantage. Start your journey toward social media influence and business success today by learning - and following - The Tao...



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