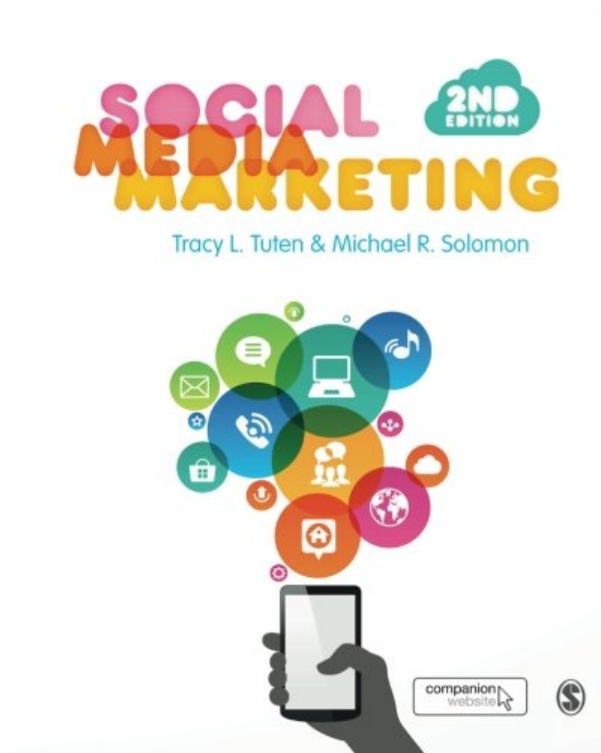


SOCIAL MEDIA MARKETING BY TRACY L. TUTEN, MICHAEL R. SOLOMON



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Review

I was an F student in college, so my textbooks collected a lot of dust. Had this book been around back then it might have been a different story.

(Gary Vaynerchuk)

Hands down, this is the single best textbook about social media marketing out there. This radically revised and fully updated edition is even more comprehensive, strategic, organized, visual, results-oriented and innovative than the first. If you teach or study social media marketing or digital marketing, then you need this book! (Robert V. Kozinets)

About the Author

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Social Media Marketing was the first textbook to cover this vital subject. It shows how social media fits into and complements the marketer's toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications executions, and harnessing social media data to yield customer insights.

The authors outline the 'Four Zones' of social media that marketers can use to achieve their strategic objectives. These include:

1. Community (e.g. Instagram)
2. Publishing (e.g. Tumblr)
3. Entertainment (e.g. Candy Crush Saga)
4. Commerce (e.g. Groupon)

This second edition contains new examples, industry developments and academic research to help students remain current in their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate.

The textbook also provides a free companion website that offers valuable additional resources for both instructors and students. Visit: study.sagepub.com/smm. Readers of the book are also invited to join the authors and others online by using the hashtag: #smm

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