



The Social Media Bible: Tactics, Tools, and Strategies for Business Success

By Lon Safko

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The bestselling bible for social media is now completely revised and updated!

The Social Media Bible, Second Edition (www.TSMB2.com) is the most comprehensive resource that transforms the way corporate, small business, and non-profit companies use social media to reach their desired audiences with power messages and efficiency. In this *Second Edition*, each of the three parts - Tactics, Tools, and Strategies - have been updated to reflect the most current social media trends.

- Covers all major new software applications, including features and benefits, in detail
- Lists more than 120 companies integral to the social media industry with updated data, products, services, and links
- Includes advanced topics like measuring social media return on investment (ROI) and how to develop and implement the Five Steps to Social Media Success strategy plan
- Includes dozens of social media ROI case studies
- Author is a widely acknowledged social media authority with numerous media appearances and speaking engagements

The Social Media Bible, Second Edition gives you a fully up-to-date toolbox to revamp your marketing strategy and create new opportunities for growth.

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Editorial Review

Review

'A Bumper guide to social media marketing...show you how to build or transform your business into a social media-enabled enterprise.' (Accounting Technician, December 2010).

From the Back Cover

Praise for *The Social Media Bible, Second Edition*

"The social media phenomenon is still ramping up, and this book provides useful and timely business advice."

—**Vint Cerf**, Father Of The Internet

"Social media and customer care are rapidly coming together. This *Second Edition* is a must-read for any professional who wants to stay on top of this rapidly changing topic. From the basics to long-term social media strategy, this is the only resource book to have on your desk."

—**Scott Ross**, Senior Vice President, Sales and Marketing, NCO Group, INC.

"Lon Safko and *The Social Media Bible* address the key questions—Why should I take part in social media? How should I take part? How do I reap the greatest benefits?—while also providing the push to take the next step."

—**Jeff Hagen**, Director, Consumer Services, General Mills

"Lon Safko is a serial technologist who really understands social media and is also blessed with the gift of being a great com-municator. His book deftly takes you from 'Social Media 101' all the way to PhD status in a format that is easy to browse, informative, and powerful."

—**Tom Asher**, Director, Consumer Relations, North America, Levi Strauss & Co.

The Social Media Bible, Second Edition delivers the most comprehensive single resource available for marketing in the social media universe. Here you'll find top-to-bottom coverage of the tactics, tools, and strategies to successfully grow your business in these new media channels.

Revised and updated with user-generated feedback and content, this *Second Edition* features the latest techniques, platforms, technologies, people, companies, and more, enabling you to make smart moves in the social media world and get the most out of your marketing strategy. Inside this new edition, you'll discover:

- The 100-plus best companies providing software, sites, apps, gaming platforms, and more
- The five steps for developing a successful social media marketing plan
- How to win in social media whether you're a one-person company or a Fortune 500 company
- Additional online content available for book purchasers
- Interviews with 50 different experts, from Twitter inventor Biz Stone to social media marketer extraordinaire Gary "V" to senior vice presidents at YouTube, Yahoo!, Microsoft, Google, and FlickrHow to measure social media ROI, including numerous examples from companies of all sizes
- And much more

About the Author

Lon Safko is a social media author, speaker, coach, and strategist. With over 25 years of experience, Lon works with Fortune 1,000 companies across the United States to help them develop effective social media marketing strategies.

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