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Social Marketology: Improve Your Social Media Processes and Get Customers to Stay Forever

By Ric Dragon

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Social Marketology: Improve Your Social Media Processes and Get Customers to Stay Forever, Ric Dragon, Manage all your social media marketing efforts with repeatable, improvable processes. It is the winner of a 2013 Small Business Book Award for Social Media. "In studying social media we must also embrace social sciences. Sociology, psychology, neuroscience, statistical analysis, ethnography, as well as marketing are at the source of Social Marketology, and Dragon explains how and why it matters to business." (Brian Solis, author of Then End of Business as Usual). "There is no longer any doubt that social media is one of the key digital trends that are reshaping today's industries, brands, and customer networks. Ric Dragon's immensely practical guide will help you get the most out of your own social media investment by identifying the processes and best practices that build real and valuable business relationships. Read it, and use it, today!" (David Rogers, bestselling author of The Network is Your Customer). "If you think Facebook, Twitter, and the like are simply trends or fads, you're missing the bigger picture. Consumers are more connected than ever before, and they are highly untethered..."



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