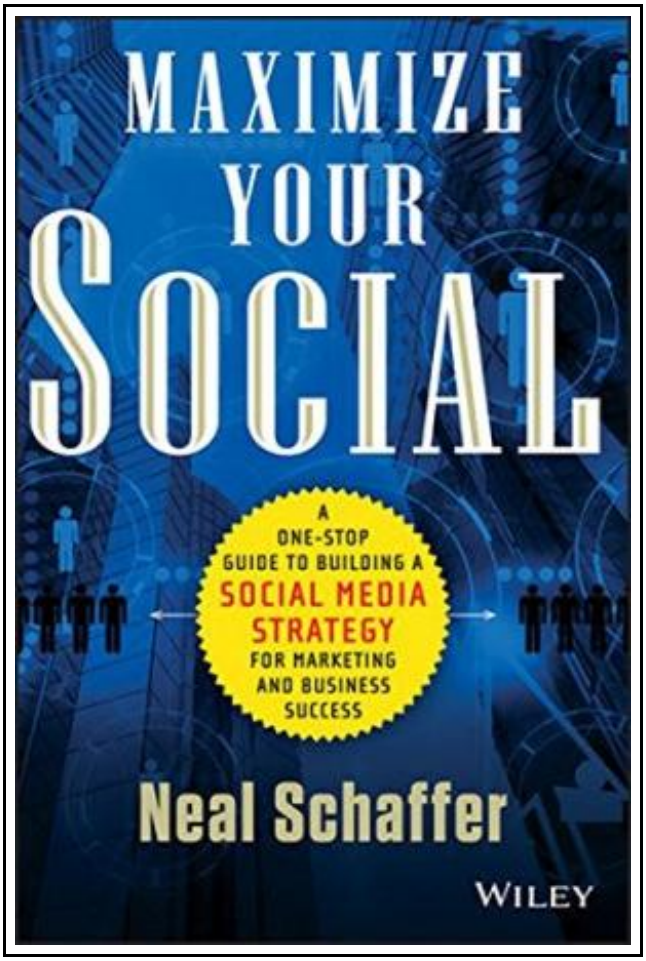
# Maximize Your Social: A One-Stop Guide to Building a Social Media Strategy for Marketing and Business Success




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John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Maximize Your Social: A One-Stop Guide to Building a Social Media Strategy for Marketing and Business Success, Neal Schaffer, Create and maintain a successful social media strategy for your business Today, a large number of companies still don't have a strategic approach to social media. Others fail to calculate how effective they are at social media, one of the critical components of implementing any social media strategy. When companies start spending time and money on their social media efforts, they need to create an internal plan that everyone can understand. Maximize Your Social offers a clear vision of what businesses need to do to create and execute upon their social media for business road map. * Explains the evolution of social media and the absolute necessity for creating a social media strategy * Outlines preparation for, mechanics of, and maintenance of a successful social media strategy * Author Neal Schaffer was named a Forbes Top 30 Social Media Power Influencer, is the creator of the AdAge Top 100 Global Marketing Blog, Windmill Networking, and a global social media speaker Maximize Your Social will guide you to mastery of social media marketing strategies, saving you from spending a chunk of your budget on a social media consultant. Follow Neal Schaffer's advice, and you'll be able to do it yourself and do it right.

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