

# Social Marketology: Improve Your Social Media Processes And Get Customers To Stay Forever - Ric Dragon

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Ric Dragon has more than 16 years of experience in online marketing and software development. He is cofounder of the software and web development company Oxclove Workshop, where he was instrumental in business process analysis, information architecture, and process improvement. Dragon is the cofounder and CEO of DragonSearch, where he has led social media strategy for Steuben, the Grammy Foundation, Raritan, and other organizations. Author: Dragon, Ric Publisher: McGraw-Hill Illustration: N Language: ENG Title: Social Marketology: Improve Your Social Media Processes and Get Customers to Stay Forever Pages: 00224 (Encrypted EPUB) / 00224 (Encrypted PDF) On Sale: 2012-05-25 SKU-13/ISBN: 9780071790499 Category: Business & Economics : E-Commerce - Internet Marketing

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